

**GET READY TO BE A
VILLAIN**

CHEERVILLE

**2026-27 ELITE PROGRAM
INFORMATION PACKET**

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BOWLING GREEN, KY
115A Chester Ct.
Bowling Green, KY 42103

ELITE PROGRAM

Competitive Travel Teams

Take your cheerleading experience to the next level on an Elite All Star Team at CheerVille! Our elite team training is year-round and requires team effort, hard work, and dedication. Elite Teams are a great way to experience a competitive environment to build your athlete into a champion at CheerVille this upcoming season.

As part of the All Star Elite program, teams receive top quality choreography and music. They will practice twice a week, travel to regional and national competitions and will be eligible for post-season events. Elite Limited Travel Teams receive the same full experience as Elite Full Travel, with just a limitation on the number of out-of-town travel events. A limited travel team will only be formed if there is enough interest in our location.

Athletes interested in the All Star Elite Program will attend the 2026-27 **CheerVille tryouts taking place May 17-21**. The evaluation process will determine team placements for the new season. View more about this process in our 2026-27 Tryout Packet.



Elite All Star (Monthly Fee)

	Full Travel	Limited
GIRLS	\$375	\$335
BOYS	\$258	\$218
Athletes out of High School	\$215	—

Paid in Full Fee

	Full Travel
GIRLS	\$4,220.10
BOYS	\$2,955.88

Crossover Fee (\$700)

Due 08/15	\$350
Due 09/15	\$350

CROSSOVER INFORMATION

If your athlete is chosen to compete on two teams this season, you will need to pay a crossover fee for their second team. This will cover their choreography, event registration, coaches fees, and program apparel.

If you are a crossover athlete between two post-season events, you are required to return home and attend your second team's practices leading up to your next post-season event.

MEMBERSHIP PACKAGE

The Elite Team Membership is auto-drafted on the 1st of each month. This includes the following:

Monthly Tuition

- Team practices
- Team tumble hour
- Coach pay

AS Team Membership

- Choreography & Music
- Coaches' travel fees
- Program apparel
- Action Spirit Camp (*excluding limited travel)
- Event registration (excluding post-season events)

Additional Fees

- Uniform - \$575
- Practice wear - est. \$135
- Competition bow - est. \$45
- Competition lipstick - est. \$35
- USASF Athlete Membership (est. \$50-70)
- Annual Registration Fee \$40 charged once per year
- Post-Season Travel & Event Fees

Optional Fees

- Nfinity Cheer Shoes : \$145
- CheerVille Warm Up
- CheerVille Backpack
- Additional All Star Tumbling Class discounted to \$50/month

SIBLING DISCOUNT

A sibling discount is offered to families with additional children in the program. This discount is 20% off monthly tuition only for your additional athletes. Boys receive a 50% discount off monthly tuition only. AS Team Membership does not get discounted.

INVOICE & PAYMENTS

CheerVille requires a card to be on file for auto draft. We will run your payment on the 1st of every month. The only way to opt-out of keeping a valid card on file is to pay your season in full. There is no exception to this rule. You may make your payment prior to the first if you do not wish for your fees to be drafted using the card on file.

You will be emailed a statement on the 25th of each month as a reminder of the fees that will come out on the 1st. If your payment is declined, you will receive an email and/or a phone call. **If your account remains past due by the 5th of the month, you will receive a \$20 late fee and your athlete will be asked to sit out of practices and classes until the balance is paid.** If you know in advance that a payment may need to be paid a few days late, email Michelle Rogers (mrogers@cheerville.com) so she can note your account. **Late fees may apply.**

UNIFORM PURCHASING INSTRUCTIONS

ORDER YOUR UNIFORM ONLINE

This season, all Elite athletes will need to purchase the newly designed Elite uniform for the 2026-27 season. Elite athletes will be sized for their uniform on Commitment Day.

To order the Elite uniform, visit the CheerVille ProShop at www.cheervilleproshop.com. Please note our novice and prep uniforms are also for sale on the same site, so make sure you are purchasing the "ELITE" uniform as there is a price difference. The deadline to purchase your athlete's uniform is July 15th, 2026, to ensure it arrives before Showcase in November.

Shipping Information: New uniforms are a preorder item. Once you have ordered your uniform, it will ship directly to your house within 6-8 weeks after CheerVille places the initial uniform order.

A tax + shipping fee will be added on all uniform orders.

UNIFORM FEE	
TOTAL: \$575	\$65 (CONVERTER) <small>*only necessary if crossing between junior/senior teams.</small>

ORDERING CHEER SHOES

Cheer Shoes: Athletes are required to wear an all-white low top cheer-styled shoe for each performance. Shoes can be purchased anywhere; a specific brand is not required. These can be found at local athletic wear department stores, or even on Amazon. We can also order a pair of Nfinity Flytes from the ProShop for \$145. These are ordered directly through your ProShop or front desk.

Optional Items Available in ProShop

These items are in the ProShop online at cheervilleproshop.com.



CheerVille Rebel Mini Dream Bag
(optional)



CheerVille Warm Up
(optional)



CheerVille Rebel Navy Dream Bag
(optional)



PRACTICE INFORMATION

JUNE-JULY PRACTICES

During the first two weeks of the season, all Elite teams will practice two days per week in preparation for Action Spirit Camp. After summer break, teams will practice one day each week for the remainder of July.

AUGUST-APRIL PRACTICES

An additional Sunday practice will be added to your schedule starting in August. At this time, coaches will plan out additional practices that will be added to your schedule in preparation for upcoming events. You will receive practice calendars that include any extra scheduled practices.

EXTRA PRACTICES

Coaches will call extra practices if they feel the team needs more attention leading up to an event. Additional practices within 2 weeks of an event are mandatory and will not be excused. Your coaches will communicate all extra practices in your team calendar. This calendar will be uploaded to your TeamSnap calendar to be referenced throughout the season. Parents will be notified of any adjustments with the practice schedule.

ATTENDANCE POLICY

Attendance is very important to each team's success and we need consistent practices with the entire team to adequately perform our best at each event. Athletes will be allotted 2 absences during the month of June and July. In order to be excused from practice, you must contact your coach and Team Parent via email – coaches' contacts can be accessed through the TeamSnap

Starting in August, CheerVille will allow athletes 3 absences for the remainder of the season. The coaches will keep record of each absence as they arise and will document the date and reason for the absence. If an athlete exceeds the 3 absences during the season, they will be removed from the program for the remainder of the season. Athletes may not miss any team practices 2 weeks prior to an event. Refer to the policies you agreed to when signing your parent contract.

SICKNESS POLICY

If your athlete is experiencing a fever or tests positive for a contagious sickness, they will be excused from practice with a doctor's note. If you need to miss a practice for sickness, or any other reason, you must contact your coach and Team Parent via email. If your athlete continuously misses practice and it begins hurting the team's progress and overall success, they may be removed from the team.

If your athlete misses practice within two weeks of an event due to sickness, it is possible that your athlete will be temporarily replaced for the upcoming event, regardless of a doctor's note. This will all depend on the severity of the sickness, proximity to the event, and amount of time away from participation in practice.

If your athlete is pulled from an event which falls back to back with another event, it is possible that your athlete will be temporarily replaced for both events in order to preserve the team's success.

INJURY POLICY

In the event that your athlete experiences an injury that lasts an extended period of time or limits their ability to fulfill their responsibilities on the team, coaches will look for a replacement athlete to fill their role. Upon return from the injury, your athlete is expected to be able to step back into the routine and fulfill all obligations that the replacement athlete provided during your absence. If the athlete cannot fulfill these obligations, coaches have the right to keep the replacement athlete in the routine in the best interest of the team. This may result in your athlete becoming an alternate for this team until a new spot opens up or possibly transitioning to a different team.

MANDATORY TEAM TUMBLE HOUR

All Elite Teams will participate in a mandatory team tumble hour each week. This will be structured similar to a tumbling class, but athletes will be tumbling as a team. During this class, athletes will be working on routine tumbling and technique, in addition to advancing new skills. If you wish to add an additional All Star class, you can do so through the Parent Portal for an additional \$50.00.

TEAM CHOREOGRAPHY

Choreography will be scheduled to take place in late summer/early fall.
Choreography touch ups will be scheduled, if necessary, throughout the season.

ACTION SPIRIT CAMP

CheerVille will be bringing in Action Spirit to host a mass skills camp this summer for Elite teams. Action Spirit will host 2 separate camps at CheerVille Hendersonville between the dates of June 16-19. You will find out your exact camp 2-day block when you receive your team placement information. During this time, athletes will attend classes led by the Action Spirit staff to work on fine tuning and improving technique in stunts, pyramids, baskets, jumps and dance. The athletes will also be learning creative and innovating stunting elements that they may incorporate into their routine stunt sequences for the upcoming season.

All Elite Teams will add an additional practice the first two weeks of June in preparation for the Action Spirit camp. Full details on these additional practice dates/times will be included in your team placement email.

2026-27 USASF INFORMATION

USASF MEMBERSHIP

The USASF stands for The United States All Star Federation, which is the governing body for club cheer and dance teams. Each athlete is required to have their own USASF membership profile in order to participate in any USASF sanctioned events. The annual membership fee is an estimated \$50.00 (Ages 17 and under) and \$70.00 (Ages 18+). Parents/guardians will pay this fee directly to the USASF when setting up their profile or renewing an already existing profile. Instructions on setting up, renewing, or transferring athlete accounts will be emailed out after the season begins. You can set up/renew your USASF account starting June 1st, 2026.

All accounts must be complete by July 31st, 2026. If you join after this date, your account must be completed within one week of joining a team. Athletes 18+ will be required to complete a background check and safety training course through their USASF profile. Questions regarding your USASF membership can be directed to our All Star Director, Joey Mastrocola, at jmastrocola@cheerville.com.

SCHOOL / REC CHEER INFORMATION

WHAT IF WE ARE ALSO COMMITTED TO SCHOOL CHEER?

CheerVille allows athletes who are a part of our competitive All Star program to participate in school cheer. We are willing to discuss scheduling conflicts with the school sponsor as they arise. However, if we cannot come to an agreement, the athlete is always expected to attend their All Star practice or event with CheerVille. We ask that parents be proactive in discussing these arrangements with their school sponsor when our practice and event schedules are released at the beginning of the season. This includes games and competitions that may conflict with your All Star practice and event schedule.

Football / Basketball Games:

If your athlete has a football or basketball game that falls on the same evening as one of their All Star team practices, athletes will be allowed to cheer their game but must be able to leave the game early in order to attend their All Star practice. These athletes are expected to be at their All Star practice no later than 30 minutes from the scheduled All Star practice start time.

If your athlete does not arrive within 30 minutes of your practice start time, this will count as one of your 3 allotted absences for the season. If this practice falls within two weeks of an All Star competition or event, your athlete will be replaced for the upcoming event.

UCA - National School Spirit Championships:

If your athlete is a part of a school or rec cheer team who attends UCA's NSSC, they will be excused from their All Star responsibilities Wednesday - Sunday in order to attend the National Championship. All athletes who attend the NSSC will be expected to meet their All Star requirements leading up to the Wednesday of the week of the competition and will be required to return home to fulfill any All Star requirements on Monday, following the conclusion of the event.

DOES CHEERVILLE OFFER A SCHOOL ABSENCE FORM?

Yes, CheerVille offers a school absence letter for families to complete prior to an event. This can be located on the CheerVille website at www.CheerVille.com under the forms section for your location.

TRAVEL & EVENT INFORMATION

TRAVEL EVENTS

Most out of town competitions are "stay to play" which means we are required to book rooms within a block the competition has provided. Please do not book a room for any event until we send the information to you. Always book refundable flights for any competition as schedules and rosters are subject to change at any time.

FRIDAY NIGHT PRACTICES

Certain national events will require an early arrival for Friday night practice. This information will be communicated on the CheerVille event schedule upon release. These practices will be mandatory for athletes to attend.

NCA NATIONALS

Each year, CheerVille will select teams that will attend NCA Nationals in Houston, TX. Due to the size of this event and the level of competition. Eligible teams will be announced later in the season and a breakdown of additional fees to attend NCA will be communicated to all selected teams.

POST-SEASON EVENTS

All elite teams will compete at events throughout the year that will award bids to a post-season event such as The Regional Summit, The Youth Summit, and the D1 Summit. All elite teams are eligible to receive a bid. In the event that your team receives a bid to a post-season event, information will be emailed to you regarding additional post-season fees, payment deadlines, and trip information. All athletes are expected to participate in their post-season event. Please do not make any travel arrangements until after you have received information from CheerVille. If you are a crossover athlete between two post-season events, you are required to return home and attend your second team's practices leading up to your next post-season event.

POST-SEASON EVENT & TRAVEL FEES

At-large bid recipient: Fees include registration fee, coaches fee, and event-specific apparel

Partial paid bid recipient: Fees include discounted registration fee, coaches fee, and event-specific apparel

Full paid bid recipient: Fees include coaches fees and event-specific apparel

WHAT IF WE HAVE A PREVIOUSLY SCHEDULED TRIP?

If your athlete has potential scheduling conflicts for a school obligation, or family vacation that falls within two weeks of an event, this will need to be communicated the first week of practice. You must contact your coach and Team Parent via email. These contacts can be accessed through TeamSnap. This trip or obligation may or may not be excused depending on the time of season or event in conflict. If this obligation is unable to be excused, your athlete will be temporarily replaced for the upcoming event.

CAN I MISS PRACTICE THE WEEK OF AN EVENT?

Athletes may not miss any team practice two weeks prior to an event. If your athlete misses practice within two weeks of an event, they will be temporarily removed from the routine and unable to perform at the upcoming event. If this happens again, your athlete will be permanently removed from the team.

CAN I MISS AN EVENT?

Your athlete is required to attend ALL events on their respective 2026-27 event schedule. They may not miss any event during the season. This includes Showcase and all competitions. You will not be allowed to miss any practices, including extra practices within two weeks of an event. This also includes practices that are scheduled before or during fall or spring break should there be an event during that time. You will receive a parent letter the week of each event with full details for that day/weekend (including meet & compete times).

Expect this to be sent no earlier than Wednesday of that week.

CAN I RECORD MY ATHLETE'S ROUTINES AT EVENTS?

If you are watching from the VIP or priority viewing area, we do not permit anyone to have their phones out for photos or videos other than CheerVille staff. Please respect this program-wide rule. If you wish to record or take pictures, we ask that you do so outside of the VIP/priority viewing area in order to not obstruct the view of other spectators/judges and to ensure that the crowd in front of the floor is clapping and cheering on the athletes. We will have someone recording every CheerVille performance throughout the weekend. We will have a link to videos of the performances available to send to parents the following week.

WHO-TO-WATCH AT EVENTS

At CheerVille, we pride ourselves on our "Program First" mentality. This means supporting all teams within the program, regardless of their level or location. At each event you attend throughout the season, there will be a "Who-to-Watch" section located on the CheerVille schedule. Each team's spectators will have at least one other CheerVille team that they will be required to cheer on and support during their performance to ensure we have a large crowd for the performing team. It is important that each CheerVille team feels the love and support for their fellow Villains!

ADDITIONAL INFORMATION

TEAMSAP COMMUNICATION

Our program uses TeamSnap as a communication platform. All important updates for your All Star team will be sent through TeamSnap. You will receive your invite to your team's group on TeamSnap once the season begins.

CHEERVILLE IMAGE & BRAND POLICY

The CheerVille logo and name cannot be replicated. If CheerVille sees any attire not purchased through the pro shop with our logo or gym name on it, CheerVille will automatically place a \$50 fee on my account. If it happens again, CheerVille will place a \$100 fee on my account. If it happens a third time, CheerVille will ask that I no longer participate in All Star since I did not follow the rules. CheerVille also asks that you do not have items printed with team names on it to protect CheerVille's brand image unless it is approved by the Operations Manager, O'Shea Parker at oparker@cheerville.com.

CAN I PARTICIPATE IN FUNDRAISERS TO PAY MY FEES?

We will offer fundraising opportunities throughout the entire season to help offset some of the fees that are due during the season. If you choose to take advantage of the fundraisers, you will still need to keep your account current until the profits are applied. This includes participating in GN Funding, etc. CheerVille will not carry over any balances while waiting for funds to be received. More information on fundraising opportunities will be emailed throughout the season. We also offer a sponsorship letter to take to local businesses as an additional opportunity to offset the season's costs.

WHAT IF WE DECIDE TO QUIT THE SEASON?

CheerVille requires a vital commitment from each and every team member, their parents, and our coaches. To help ensure this level of dedication from everyone, we have implemented a fee charged to any athlete who quits his/her team after July 1. The amount of this fee is \$700 and will be immediately applied to one's account if they are to quit for any reason. If your auto pay declines these fees, you will need to refer back to the policies you signed when setting up your account. You will not be refunded any fees paid to CheerVille. You will also not receive any apparel if they have not been received by the time of removal.



VILLAINS DO IT BETTER.

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LEADERSHIP & MANAGEMENT TEAM



Amanda Simpson

Gym Manager
Bowling Green, KY
asimpson@cheerville.com

Gym Manager

If you have any location-specific questions such as classes or personnel, please reach out to your gym manager.

Team Parent

Questions about practice schedules will be directed to your team parent. You will receive their contact information after team placements.



Javen Forman

Program Manager (jforman@cheerville.com)
Questions All Star and tumbling program.



Michelle Rogers

Accounts Manager (mrogers@cheerville.com)
Questions about invoicing and payments.



Joey Mastrocola

All Star Director (jmastrocola@cheerville.com)
Questions about individual athlete concerns or All Star related issues.



O'Shea Parker

Operations Manager (oparker@cheerville.com)
Questions about room blocks for travel events, and apparel.

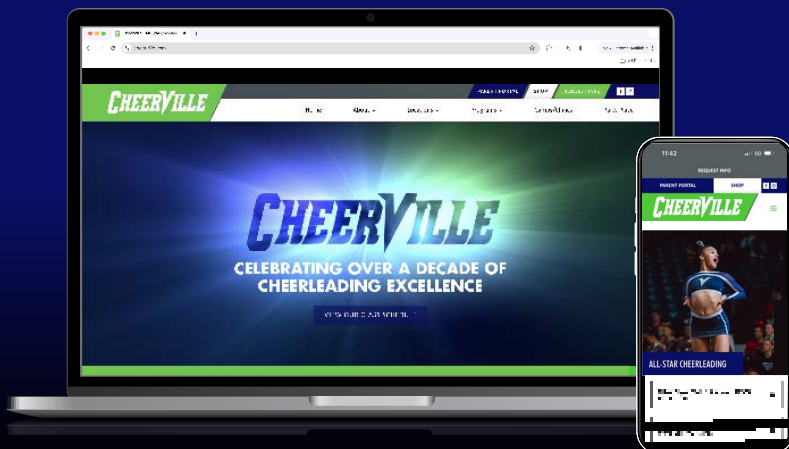


Katie Lindsey, BJ Lindenberger, Jamie Byrd
CO-OWNERS

kilindsey@cheerville.com

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