

Please note all dates are subject to  
change as updates are released.

# 2023-2024

## COMPETITIVE CHEERLEADING

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### TEAM INFORMATION PACKET



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# WELCOME

Thank you for choosing Freeze Athletics as your sport program. We cannot believe we are heading into our 10th competitive season and we wouldn't be here without all the amazing athletes and families who have trusted us along the way. Freeze Athletics has become a well-recognized name in the all-star cheerleading industry due to our strong skills, creative choreography and consistent program direction. Hard work, perseverance, positive reinforcement and the dedication of our cheerleading families is what makes Freeze Athletics truly a unique place to learn and enjoy the sport of all-star cheerleading.

More important than any title or award, our athletes learn skills that benefit them throughout every area of their lives.

Our coaching staff is committed to developing competitive athletes who are not only superb on the competition floor, but also upstanding individuals in everyday life. We create leaders and build confident athletes who have self-discipline and excellent work ethic. We hope that when it comes time for our athletes to graduate and move on to a new phase in life, they take with them the integrity, character, work ethic and self-confidence they have gained by being a part of the Freeze Athletics family.

In this packet, you will find all the information needed to become a competitive cheerleader with Freeze Athletics. We have a variety of commitment levels so you can make the best decision for your family. You will see a section on placement information, parent and athlete policies, financial obligations and other important information. **Please read through this packet in its entirety as some of our policies have changed from previous seasons.** If you have questions over the information in this packet, feel free to contact us.

Sincerely,

Aly Bradford & Keri Lewis  
Freeze Athletics Ltd, Co-Owners



# PROGRAM OPTIONS



## FAMILY-FRIENDLY

There are many types of programs for cheerleading. Over the years we've worked hard to find what best suits our gym and our families. We offer a variety of cheerleading programs ranging from low commitment recreational to high commitment elite level teams. It's important to select a program that best suits what you're looking for when it comes to cheerleading.

## NOVICE & PREP TEAMS

**REGISTRATION OPEN UNTIL:** October 15, 2023

**PRACTICES:** 1.5 hours, 1-2 days per week

**REGISTRATION FEES:** \$134 due at registration.

**MONTHLY TUITION:** see schedule

**UNIFORM:** rental included in fee

**COMPETITIONS:** Includes 2-3 competitions and 2 local showcases.

## ALL-STAR TEAMS

**REGISTRATION OPEN UNTIL:** Sept 15, 2023

**PRACTICES:** 2 hours, 1 day per week

**REGISTRATION FEES:** \$150 due at registration.

**MONTHLY TUITION:** see schedule

**UNIFORM:** will be decided by team

**COMPETITIONS:** Includes 3 competitions and 1 local showcase.

## ELITE TEAMS

**PLACEMENT REQUIRED**

**PRACTICES:** 2.25 hours, 2 days per week

**REGISTRATION FEES:** \$239 due at registration.

**MONTHLY TUITION:** see schedule

**UNIFORM:** \$375

**COMPETITIONS:** Includes 5 competitions and 2 local showcases.

## WORLDS TEAM

**PLACEMENT REQUIRED**

**PRACTICES:** 2.25 hours, 2 days per week + 1.25 hour tumbling/conditioning class

**REGISTRATION FEES:** \$239 due at registration.

**MONTHLY TUITION:** see schedule

**UNIFORM:** \$425

**COMPETITIONS:** Includes 5 competitions (including Worlds in Florida) and 2 local showcases.

## SEASON:

Sept 5, 2023-May 17, 2024

## ALL TEAMS RECEIVE

**CHOREOGRAPHY:** Our choreography will take place from **Sept 8-10** for Elite and Worlds teams and **Nov 4** for Novice, Prep and All-Star teams. Athletes may be asked to attend 1-2 additional nights to learn choreography.

**TEAM MUSIC:** Access to this music will be provided for at-home practice, but licensing prohibits it from being used for any other purpose.

**TEAM SHOWCASE:** One of our favorite events of the year, our teams will showcase their routines for all friends and family on December 2nd, 2023 and May 4th, 2024.

**COMPETITION HAIR PIECE:** Each athlete will receive a competition hair piece and instructions on how to wear hair closer to competition time.

**PRACTICE GEAR:** Each athlete will receive practice gear that is to be worn on specific practice days.

**COMMUNITY PERFORMANCES:** While these are optional, it is great to build your child's confidence, grow the program and entertain our community at events like Ribfest, parade, etc.

## ADDITIONAL EXPENSES

**CHEER SHOES:** Athletes may select a white cheer shoe of their choice. We have some in stock and will do an order in the fall. We are happy to make recommendations!

**SPECTATOR FEES:** Competitions require spectator fees between \$10-50 per person per day.

**TUMBLING CLASSES:** Tumbling classes are strongly encouraged for all competitive athletes and are included for athletes on a worlds team. Add a tumbling class for approximately \$85 per month

**PRIVATE LESSONS:** If your child misses practices or is getting behind with choreography, jumps, tumbling or stunting, private lessons may be required. These are not included in monthly tuition.

**TRAVEL EXPENSES:** This is an expense for families who are staying overnight during competitions. Some competitions will require overnight stays.

**OPTIONAL GEAR:** This optional expense will outfit your family to cheer on your favorite team at competitions!



# TEAM PLACEMENTS

We strive to make our placement atmosphere relaxed and comfortable.

Our placement process for this season will be individual placements. Athletes will attend a placement and demonstrate jump, tumbling, motion and conditioning skills for an instructor. We will use previous knowledge of how athletes stunt. If an athlete is new to Freeze Athletics, we may ask for a video demonstrating stunt ability. There will be a stunting call back placement for any athlete being considered for Arctic Chill.

Placements are only required for athletes who are hoping to be placed on an Elite team. Elite teams can include teams in any levels from 1-5. Freeze Athletics will determine which elite teams to have each season based on athletes joining and returning to programs.

In June, athletes placed on an elite team will begin training with that team. Athletes placed on Novice, Prep or All-Star teams will begin training with their team in September.

## FACTORS WE USE TO DETERMINE TEAM PLACEMENTS

**Throughout the team placement process, we will use the following factors (not limited to but including) to determine the best placement for your athlete and each team:**



- BIRTH YEAR
- PREVIOUS STUNTING EXPERIENCE
- TEAM NEEDS
- TUMBLING SKILLS
- MATURITY
- MEMORIZATION OF CHOREOGRAPHY
- PERFORMANCE SKILLS
- ATHLETICISM
- ATTITUDE
- VERSATILITY & COACHABILITY
- PERSONAL DRIVE & GOALS
- OVERALL SKILLS LEVEL

Please note that it is not always possible to offer every level for each age. The coaches at Freeze Athletics will choose the age and division for each team based on the majority of athletes and what will lead the team to be the most successful.

# FINANCIAL COMMITMENT

Tuition payments are automatically charged on the 1st of each month. There is no penalty for early payments. If an account is in arrears past 5 days, one reminder will be sent by email. If payment is not received within 2 days of email being sent, we will phone you to notify you of the overdue amount. If payment is not received within 2 days of phone call (whether you answer the phone or not) the athlete will not be able to participate in any practices (team or tumbling), extra events (demos, sleepovers, summer training etc.) and you may not purchase any extras (clothing, bows, etc.) until payment is made.

One month notice must be given for all withdrawals from competitive cheerleading and tumbling programs. Written notice of withdraw can be emailed to [freezeathletics@gmail.com](mailto:freezeathletics@gmail.com) or handed in to front desk. However there are no refunds for competitive cheerleading programs after November 1, 2024 due to the commitment required in these programs – those on monthly payment plans will be required to continue to make their monthly payments.

When withdrawing, the session fee will be pro-rated and the balance will be refunded the following way: 100% if refunding to account, 90% if refunding to cheque.

Refund due to medical reason must be accompanied by a doctor's note.

## DISCOUNTS AVAILABLE FOR THE 2023-2024 SEASON

**EARLY BIRD DISCOUNT:** A 10% discount on cheerleading tuition is given to any athlete who registers for their team by June 20, 2023.

**CHEER CROSS-OVER DISCOUNT:** Athletes wanting to cross over to another team (if ages and skill levels permit), may do so for an additional reduced fee.

**ALTERNATE DISCOUNT:** Athletes wanting to be considered as an alternate to another team (if ages and skill levels permit), may do so for an additional reduced fee.

**SIBLING DISCOUNT:** A sibling discount of 10% is offered for the second or third sibling participating in any program.



# FUNDRAISING & FUNDING OPPORTUNITIES

## FUNDRAISING

This season, fundraising opportunities will be organized by Freeze Athletics Ltd. staff.

Money from individual fundraising can be used for anything that is put through your Amilia account; program fees, private lessons, swag, uniforms, etc. It cannot be used for gas or hotels at competition.

The following fundraisers will be individual fundraisers with the amount fundraised going to the athlete's account:

- Ribfest Volunteering: August 11-13
- Davison Orchard apples: Beginning in September
- Coupon Books: Beginning early September
- Valley Direct Frozen Food - November

Teams attending out of province/country competitions may also set up additional team fundraisers. Team fundraisers will be split equally between the athletes of the teams participating in the fundraiser.

If anyone would like to arrange additional individual gym-wide fundraisers, please contact Aly and Keri.

## FUNDING

There are funding options available for those families who may qualify. Funding is available through the following programs:

- KidSport - up to \$550 per year
- JumpStart - up to \$300 per session
- Athletics 4 Kids - \$50/month to a max of \$450

Please check each individual program website for eligibility requirements and deadlines.





# TIME COMMITMENT

All star cheerleading truly is like no other sport. Every teammate has an integral role in the routine, and there are no 'benchwarmers'. As a result, it's important that athletes take practice times seriously so as to not delay the progress of the team as a whole. When we have adequate notice, coaches can adjust lesson plans to meet the needs of both the individual and the team. For that reason, we ask that absences are kept to

a minimum (no unnecessary absences) Sept. 5, 2023 through May 17, 2024. **Absences should be submitted to the coach a minimum of two weeks in advance**, and we ask that parents take into consideration the team's ability to practice without every athlete. We've taken vacation times into account as you'll see in the **Important Dates** section on the next page. Please schedule all vacations and conflicts within closure dates as much as possible. Competition schedules can be found on the next page, and all competitions require 100% attendance. Please submit any commitments you've already made in writing to [freezeathletics@gmail.com](mailto:freezeathletics@gmail.com) so we can deconflict those areas prior to the start of the season (ie: Vacations outside of the schedule below.) Black Out practices will be in effect this season. More details on this will be available in team contracts.

## Early Termination

The Freeze Athletics program is a 9-month commitment. Athletes quitting mid-season causes multiple problems for their team and the program in general. When someone quits, instead of their team spending their limited practice time on improving, that time is spent re-choreographing and re-learning the routines to fill in the missing spots. It is a severe setback on the entire team that has worked so hard. It is unfair that the whole team must suffer because someone cannot fulfill their commitment. Please ensure that cheerleading is something you will be able to do until the end of competition season before committing to the program.

## Tumbling Classes

These practices will focus solely on the tumbling skills required for cheerleading routines and the progression for these skills. Although we will work on some tumbling during regular practice time, we do not work on progressing tumbling skills during team practices, we work on timing and synchronicity of current tumbling skills. **We strongly encourage everyone to register for a tumbling class** so they can see their tumbling skills progress over the season – athletes must go through a repetition of tumbling skills and drills to progress and this cannot be done during regular cheer team practice times. Athletes registered in tumbling classes will be permitted to make up 3 regularly scheduled missed classes per year – contact [freezeathletics@gmail.com](mailto:freezeathletics@gmail.com) to set up make-up classes. We hope this encourages more time in the gym and more flexibility with your schedule.



# COMPETITION DATES

Competition	Snow Angels	Snow Storm	Whiteout	Cold Snap	Blizzard	Shiver	Arctic Chill
<b>Freeze Program Winter Showcase</b> Kamloops BC <i>Saturday December 2</i>	✓	✓	✓	✓	✓	✓	✓
<b>Pink Championships</b> Richmond BC <i>Sat &amp; Sun December 16-17</i>				✓	✓	✓	✓
<b>Cheerfest Championships</b> Abbotsford BC <i>Sat &amp; Sun January 27-28</i>	✓ 1 day only	✓ 1 day only	✓	✓	✓	✓	✓
<b>BC Provincial Champs</b> Abbotsford BC <i>Sat &amp; Sun March 9-10</i>		✓ 1 day only	✓	✓	✓	✓	✓
<b>Sea to Sky</b> Vancouver BC <i>Sat &amp; Sun April 6-7</i>	✓ 1 day only	✓ 1 day only	✓	✓	✓	✓	✓
<b>Canadian Nationals</b> Niagara Falls ON <i>Fri, Sat &amp; Sun April 12-14</i>				✓	✓	✓	Only if no Worlds Bid
<b>Worlds Championships</b> Orlando FL <i>April 26-29</i>							✓
<b>Freeze Program Spring Showcase</b> Kamloops BC <i>Saturday May 4</i>	✓	✓		✓	✓	✓	✓

## IMPORTANT DATES

### NO TEAM PRACTICE ON...

<b>SEPTEMBER 4</b>	LABOR DAY
<b>SEPTEMBER 8-10</b>	STUNT/CHOREO CLINIC
<b>OCTOBER 7-9</b>	THANKSGIVING
<b>OCTOBER 31</b>	HALLOWEEN
<b>DEC 24 - JAN 6</b>	WINTER BREAK
<b>FEBRUARY 17-19</b>	FAMILY DAY WEEKEND
<b>MARCH 17-23</b>	SPRING BREAK
<b>MARCH 29-31</b>	GOOD FRIDAY TO EASTER SUNDAY
<b>MAY 18-20</b>	MAY LONG WEEKEND

### PARTICIPATION REQUIRED ON...

<b>SEPTEMBER-MAY</b>	ALL PRACTICES
<b>SEPTEMBER 8-10</b>	STUNT/CHOREO CLINIC Elite and Worlds only (Schedule released in Sept)
<b>NOVEMBER 4</b>	CHOREOGRAPHY CLINIC Novice, Prep, All-Star only
<b>DECEMBER 2 &amp; MAY 4</b>	SHOWCASE All teams
<b>DECEMBER - MAY</b>	ALL COMPETITIONS (Schedule above)

Specific times for events/competitions etc will be released closer to the date

# COMMUNICATION

## EMAIL

Our primary means of communication with our parents is email. We will send billing notifications, competition schedules and general announcements this way. We typically get a general time frame for competition schedules a few weeks out, but the final schedule of arrival times and performance times can release as late as the day prior to competition.

## TEAM FACEBOOK PAGES

Please check your Facebook on a regular basis for general gym announcements. This allows us to reach the entire team at the same time as well as the ability to "search" for a particular topic or post. All parents are strongly encouraged to have a valid Facebook account (even if it is only for this purpose) to obtain the information for your child's team. We will also post videos/pictures here.

## PARENT EXPECTATIONS

We know there's nothing more important to you than the physical and emotional safety of your child. From time to time, your child may have a challenging practice. This is common in all sports, but can be extra challenging when they're working to achieve a particular stunt or tumbling skill. Our coaches are here to challenge your children and build their confidence through goals. If you're your child's biggest cheerleader, then we have the perfect recipe for success.

Please keep all communication with your children, other parents and the staff positive and solution-oriented for the success of the child, team and gym. Please refrain from negative language at all times at the gym and during gym functions.

## ATHLETES

Athletes will be expected to treat teammates, parents and coaches with respect and courtesy at all times.

## COACHES & PARENTS

We know sometimes you'll have questions for your child's specific coach or the owners. When we're talking about progress, practice feedback or individualized progression plans - communication is key! Unfortunately, it can be very difficult for our coaches to have those conversations prior to practice. Many times, they're reviewing their lesson plans, preparing equipment and greeting athletes. After practice, our coaches are required to complete practice reviews and sanitize equipment. For this reason, we are happy to set up meetings with our owner or your child's coach - but these do need to be planned in advance so we can devote our full attention to parents and athletes. You may request a meeting through the front desk who will coordinate times.

Because it's important that we respect our staff's personal time, we ask that any questions are emailed directly to [freezeathletics@gmail.com](mailto:freezeathletics@gmail.com) or sent to the gym's Facebook page. Our staff is asked to not respond to work inquiries on personal time so we - as an employer can maintain work/life balance and boundaries for our staff. We truly appreciate your understanding in this matter.

# PRACTICE EXPECTATIONS

## TEAM ACTIVITIES

### BONDING EVENTS

Team bonding is about more than just making friends. When athletes stunt and do partner tumbling, they need to have a level of trust in one another. Throughout the season, we will offer a couple team bonding events. While these are not mandatory, they are strongly encouraged. When children get to know their teammates and coaches, they can develop a level of trust that is necessary to do their skills with confidence. These events are not included in your tuition and fees, but cost is always taken into account when choosing events.

## PRACTICES

### FLOW OF PRACTICE

We plan our lessons carefully to ensure athletes are challenged physically and mentally throughout practice without overexertion. Athletes will be given a few short water breaks throughout the evening. We recommend a healthy snack or meal prior to practice and eating snack or dinner afterwards depending on the time of practice. Heavy meals often make athletes feel sick before an extended workout. Don't ever worry that your child might not be able to keep up for 1.5+ hours. Over the years we've trained hundreds of athletes who quickly adapted and excelled.

## ATTIRE

### CLOTHING

Each athlete will be provided with practice gear this season. If their package does not include shorts, they should wear black shorts or capris to practice. Athletes are required to wear their practice gear at their first practice each week (Sunday or Monday if they are twice a week) or to their only practice if they practice once a week. This helps our coaches see the details in choreography. Our Overall Impression and Routine Composition scores are heavily weighted on small details we can catch at practice when our team has uniformity. On other practice days, please avoid wearing baggy clothing as it can be hard to see things like straight knees, straight arms, etc. Athletes should choose something they can be active in and feel comfortable tumbling and stunting in.

### HAIR, NAILS & JEWELRY

For practices, hair should be firmly secured out of the face. We recommend keeping a few extra hair ties in your child's bag.

Nails should be kept short and rounded. If your child has fake nails, they must be sport length.

Please refrain from wearing jewelry to practice as it compromises athletes' safety during stunting and tumbling. Jewellery is not permitted to be worn at competition - this includes nose and bellybutton piercings. **Athletes should not get any new piercings between December to May** as they likely will be advised not to remove it for 8-12 weeks and this may mean they cannot remove it at competition. Jewellery is a safety hazard and may result in a safety deduction of 1.0-4.0 points at competition.

## CONDITIONING

Conditioning is an integral part of our training process. Proper conditioning will build strength and flexibility, prevent injury and propel athletes toward achieving their goals. This season, conditioning will be integrated into team practices and will not be offered on a different day.

# COPYRIGHT



## LOGO

The Freeze Athletics logo and name is an owned product and may not be replicated or duplicated for the purposes of apparel, fundraising materials or sponsorship materials unless explicitly authorized by Freeze Athletics Ltd. This also includes all team names.

## APPAREL

Apparel is available for purchase through our front desk and gear orders. Parents wanting spiritwear in different styles or sizes may request it through the front desk. This is a great way to cheer on your child throughout the season.

# CONTRACTS

## WE'RE GOING DIGITAL!

All competitive contracts and waivers for the 2023-2024 season are listed below. Questions regarding the contract while you're reviewing it? There will be a link on each contract to fill out a form with questions.

[NOVICE and PREP Team Contracts](#)

[ALL-STAR Team Contracts](#)

[ELITE and WORLDS Team Contracts](#)



**[CLICK HERE TO SIGN THE WAIVER.](#)**