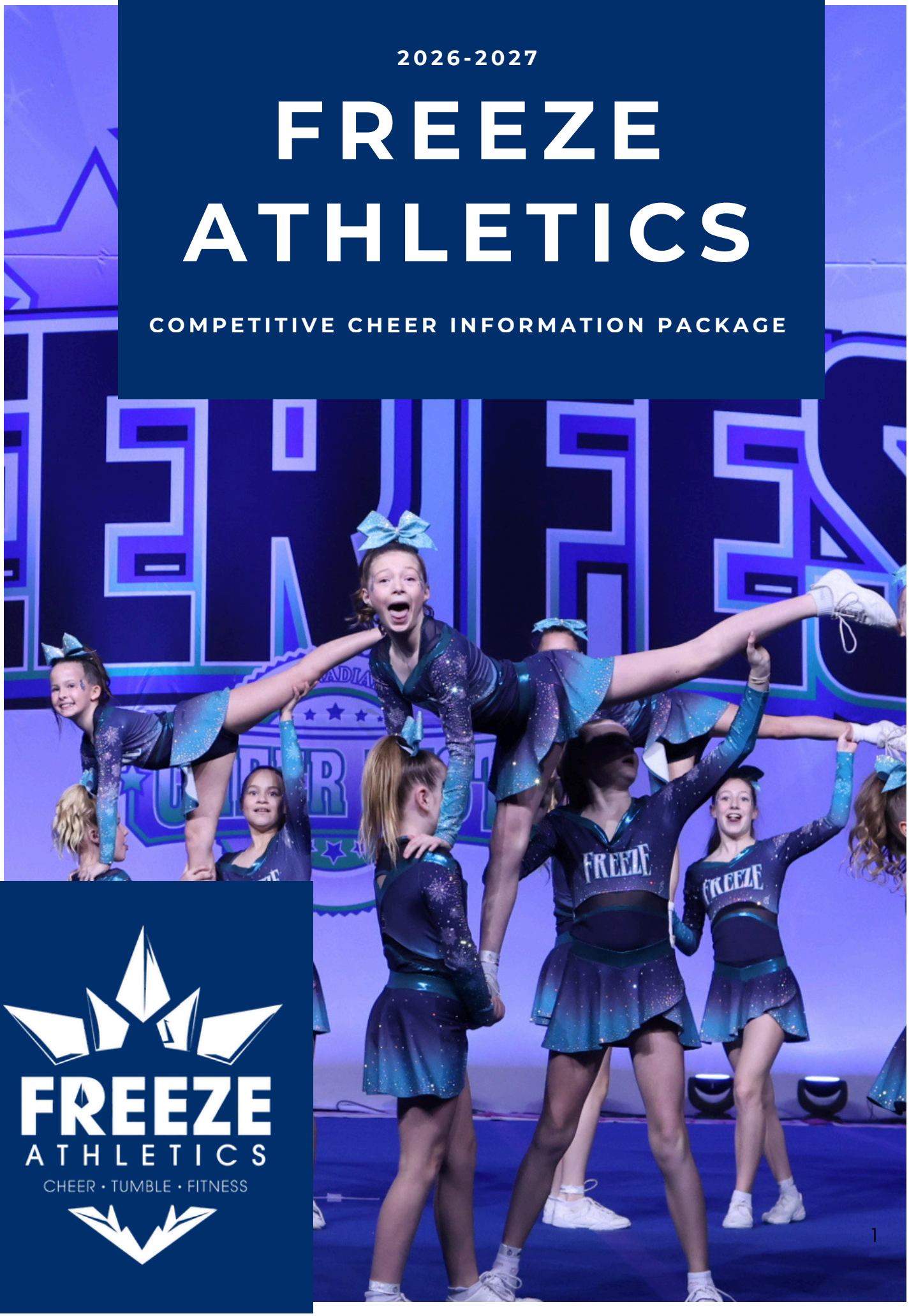
2026-2027

FREEZE ATHLETICS

COMPETITIVE CHEER INFORMATION PACKAGE



FREEZE
ATHLETICS
CHEER • TUMBLE • FITNESS

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WELCOME

Thank you for choosing Freeze Athletics for your athlete's cheer journey. As we head into our 13th competitive season, we are incredibly grateful for the athletes and families who have supported and trusted our program over the years. Your commitment, passion, and belief in what we do have helped shape Freeze Athletics into the program it is today.

Freeze Athletics has become a recognized and respected name within the all-star cheerleading community through strong athlete development, creative choreography, and a consistent vision for our program. What truly sets us apart, though, is the culture we continue to build together — one rooted in hard work, perseverance, positivity, and support. Our athletes are challenged to grow not only as cheerleaders, but as confident, resilient individuals who carry these skills into all areas of life.

Inside this information package, you will find everything you need to know about becoming a competitive athlete with Freeze Athletics. We offer a variety of program and commitment options so families can find the best fit for their goals and schedules. This package includes information on placements, athlete and parent expectations, financial commitments, and other important program details.

Please take the time to read through the package carefully, as some policies and information have been updated for the upcoming season. If you have any questions after reviewing the information, we are always happy to help.

Sincerely,

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

OUR CORE VALUES

LEADERSHIP

COMMITMENT

PATIENCE

TRUST

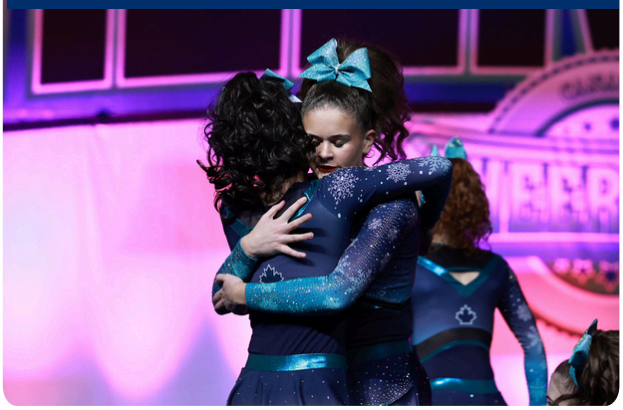
TEAMWORK

DEDICATION

FAMILY

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 TEAMS

REGISTRATION OPEN UNTIL: October 1, 2026

SUMMER PRACTICES: Optional

PRACTICES: 1.5 hours, 1 day per week

REGISTRATION FEES: $175 due at registration.

MONTHLY TUITION: from $181.00 per month
UNIFORM: rental included in fees

COMPETITIONS: 2 competitions and 2 local showcases.

SEASON LENGTH: 8 months

PROGRAM OPTIONS

PREP AND ALL-STAR

PLACEMENT REQUIRED

SUMMER PRACTICES: Strongly recommended

PRACTICES: 1.5 hours, 2 days per week

REGISTRATION FEES: $175 due at registration.

MONTHLY TUITION: From $327.00 per month
UNIFORM APPROX. COST: $225-$375

COMPETITIONS: 3 competitions for all-star and 4 competitions for prep. 2 local showcases

SEASON LENGTH: 8 months

ELITE TEAMS

PLACEMENT REQUIRED

SUMMER PRACTICES: Required 8 out of 12 practices

PRACTICES: 2.25 hours, 2 days per week

REGISTRATION FEES: $242 due at registration.

MONTHLY TUITION: From $450.76 per month

UNIFORM APPROX. COST: $425 - $450

COMPETITIONS: Includes 5 competitions and 2 local showcases.

SEASON LENGTH: 11 months

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. 2, 2026 through April 30, 2027. **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 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.**

EARLY TERMINATION

The Freeze Athletics program is a 8 to 12 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

Tumbling classes 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 to set up make-up classes. We hope this encourages more time in the gym and more flexibility with your schedule.

COMPETITION SCHEDULE

	SNOW ANGELS NORTHERN LIGHTS NORTH WINDS HAIL	GLACIERS	SNOWSTORM FLURRY	WHITEOUT	COLD SNAP BLIZZARD SHIVER	ARCTIC CHILL
WINTER SHOWCASE KAMLOOPS, BC NOVEMBER 28, 2026	❄	❄	❄	❄	❄	❄
PINK RICHMOND, BC DECEMBER 12-13, 2026			❄		❄	❄
COLD SNAP EDMONTON, AB JANUARY 15-17, 2027				❄	❄	❄
CHEERFEST ABBOTSFORD, BC JANUARY 30-31, 2027			❄		❄	❄
PROVINCIALS KELOWA, BC MARCH 6-7, 2027	❄	❄	❄	❄	❄	❄
SEA TO SKY VANCOUVER, BC APRIL 3-4, 2027	❄		❄	❄	❄	❄
CANADIAN FINALS MISSISSAUGA, ON APRIL 9-12, 2027 *BID DEPENDENT*						❄ ***BID DEPENDENT***
SPRING SHOWCASE KAMLOOPS, BC APRIL 24, 2027	❄	❄	❄	❄	❄	❄

IMPORTANT DATES

NO TEAM PRACTICE: There will be NO team practices on the following dates

- September 7th (Labour Day)
- September 30th (Truth and Reconciliation Day)
- October 11th and 12th (Thanksgiving)
- October 31st (Halloween)
- November 11th (Remembrance Day)
- December 21st - January 2nd (Winter Break)
- February 14th and 15th (Family Day)
- March 13th - 19th (Spring Break - We are only closed the FIRST week of spring break)
- March 26th - 28th (Easter Friday and Sunday). All classes are running on Easter Monday. *All Sunday teams will practice during the day on Easter Monday (March 29)

PARTICIPATION REQUIRED / BLACKOUT DATES

Summer Skills Stunt Clinic

- June 12-14, 2026
- Cold Snap, Blizzard, Shiver and Arctic Chill
- Times per team TBD

Elite Choreo

- September 11th - 13th : Blizzard and Arctic Chill
- September 25th - 27th : Cold Snap and Shiver

Prep / All-Star Choreo

- October 17th : Flurry, Snowstorm and Whiteout
- Whiteout Dance Choreo September 25-27th weekend

Novice Choreo

- October 23rd - Glaciers (evening)
- October 24th - All other Novice Teams

Showcase/Competition black-out dates

- TWO weeks prior to any showcase/competition date are Black Out practices. All athletes must attend these practices

Showcases

- Winter Showcase November 28th 2026
- Spring Showcase April 24th 2027

Competitions

- See Schedule on previous page

ADDITIONAL EXPENSES

CHEER SHOES: All athletes are required to have all white shoes with white soles. 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! Athletes can also wear a completely white athletic shoe with soft white soles as well.

SPECTATOR FEES: Competitions require spectator fees between $10-$65 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 $100 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. Most competitions will require overnight stays.

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

UNIFORMS: Athletes on all teams will have a uniform. Uniforms range in price and style.

- **Novice:** Novice athletes will rent uniforms from Freeze Athletics. These uniforms will be one of our in stock uniforms. The rental fee is included in your tuition.

- **Prep & All-Star:** Prep and All-Star athletes will purchase uniforms. These uniforms will belong to the athletes to keep. Prep and All-Star uniforms are entering the second year of their cycle and will be used for at least one more season after this season.

- **Elite:** Elite athletes will purchase uniforms. These uniforms will belong to the athletes to keep. There will be a few used uniforms available for purchase in the summer. This is the last year of our current elite uniforms.
    - Arctic Chill is receiving new uniforms this season

OUR SEASON

CHOREOGRAPHY: Our choreography camps will take place across multiple weekends depending on which team your athlete is on.

Cold Snap and Shiver: September 25-27, 2026
Blizzard & Arctic Chill: September 11-13, 2026
Prep and All-Star Teams: October 17, 2026 (plus Whiteout dance choreo Sept 25-27)
Novice Teams: October 23-24, 2026 (Glaciers Oct 23 evening, all other novice teams Oct 24)

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

SHOWCASE: One of our favorite events of the year, our teams will showcase their routines for all friends and family on November 28th, 2026 and April 24th, 2027

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.

TEAM BONDING: Each team will be given at least one opportunity to participate in team bonding. Although plans are made to accommodate as many athletes as possible, it is not always possible to make dates work for everyone.

ROUTINES: Routine length, competition days and structure will vary between teams.

- **NOVICE:** Novice teams' routines are 1.5 minutes long. Novice teams will compete on only 1 day at competitions and will receive judges feedback. They are not ranked at competition.

- **PREP:** Prep teams' routines are 2 minutes long. Prep teams will compete on only 1 day at competitions and receive judges feedback and a score. They are ranked at competition.

- **ALL-STAR:** All-Star teams' routines are 2 minutes long. All-Star teams will compete on both days at competitions and receive judges feedback and a score. They are ranked at competition.

- **ELITE**: Elite teams' routines are 2.5 minutes long. Elite teams will compete on both days at competitions and receive judges feedback and a score. They are ranked at competition.

TEAM PLACEMENTS

We strive to make our placement atmosphere relaxed and comfortable. Our placement process 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 and Shiver.

Placements are required for athletes who are hoping to be placed on Prep, All-Star and Elite teams. Teams can be in any level from 1-6. Freeze Athletics will determine which teams to have each season based on athletes joining and returning to programs. In June, athletes placed on an elite team will required to begin training with that team. Athletes placed on Novice, Prep or All-Star teams will have the option to train during the summer, but will begin training with their team in September.

FACTORS WE USE TO DETERMINE 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. Our season will end on April 30, 2027, therefore there will be no May 1 payment. This means that the year fee will be split into 8 monthly payments (Sept 1 to April 1). If you need to begin payments on Aug 1 to lower each payment, please contact us.

OVERDUE ACCOUNTS: 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 and you may not purchase any extras (clothing, bows, etc.) until payment is made.

WITHDRAWS: 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 or handed in to front desk.
However there are no refunds for withdrawal from elite cheerleading programs after September 11, 2026 and no refunds for withdrawal from novice, prep and all-star cheerleading programs after October 9, 2026 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 2026-2027 SEASON

- **EARLY BIRD DISCOUNT**: A 10% discount on cheerleading tuition is given to any athlete who registers for their team by July 1, 2026.
- **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. Please email for more information if your athlete is hoping to crossover.
- **SIBLING DISCOUNT**: A sibling discount of 10% is offered for the second or third sibling participating in any program.

FUNDRAISING AND 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 **ACTIVITY MESSENGER** 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)
- 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:

- Freeze Athletics Bursary - $5000 total across many athletes
- KidSport - up to $625 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.

COMMUNICATION

EMAIL: Our primary means of communication with our parents is email. We will send billing notifications, competition schedules and general announcements this way.

TEAM BAND GROUP: Please check your Band 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 and athletes are strongly encouraged to have and create a Band 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 AND 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. 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 with your athletes coach or through email. Because it's important that we respect our staff's personal time, we ask that any questions are emailed directly to freezeathletics@gmail.com. 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

BONDING EVENTS: Team bonding is about more than just making friends. Throughout the season, our team moms will organize a team bonding event. 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.

FLOW OF PRACTICE: We plan our lessons carefully to ensure athletes are challenged physically and mentally throughout practice without overexertion. 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.

CLOTHING: Each athlete will be provided with practice gear this season. They will be required to wear black shorts/bottoms 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. 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 AND 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. This is a safety concern for all athletes. Please refrain from wearing jewelry to practice as it compromises athletes' safety during stunting and tumbling. Jewelry is not permitted to be worn at competition - this includes nose and bellybutton piercings. **Athletes should not get any new piercings between November to April** as they likely will be advised not to remove it for 8-12 weeks and this may mean they cannot remove it at competition. Jewelry 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.

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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

All competitive contracts and waivers for the 2026-2027 season are listed below. Questions regarding the contract while you're reviewing it? Please send us an email as soon as possible

Novice Teams

Prep and All-Star

Elite Teams

Freeze Athletics Waiver