

STAFF MANUAL

COMPANY HISTORY

Demonde Gladman was approached by a young cheerleader from Bishop Loughlin High School in Brooklyn New York in the early 2000's, and she said, "You know the urban schools don't cheer like this right?" She and her team proceeded to showcase one of their favorite cheers from home and at that point, he realized that the urban style of cheer was underrepresented on a national scale. In 2017, Demonde created the Urban Cheerleading Experience to develop a camp program to help grow and teach dynamic cheers, sidelines and dances expected by the community, students and fans. With Varsity Spirit, the Urban Cheerleading Experience allows teams from coast to coast to have safe, qualified instructors in an atmosphere true to the urban style."-
Demonde Gladman

OUR MISSION

We are dedicated to teaching and creating positive traditions. We are also driven to create identifiable role-models for all our athletes and coaches, while also providing the safety education that will allow your athletes quality training at their home schools.



Code of Business Conduct - Varsity Brands

OVERVIEW

Varsity Brands elevates the student experience in SPORT, SPIRIT and ACHIEVEMENT.

We are the leading organization that empowers young people by encouraging participation, recognizing achievement, and building community and school spirit.

For Varsity Brands' family of companies-BSN SPORTS, Varsity Spirit, and Herff Jones – there is no limit on what we can achieve in our mission. In our history, we have already accomplished so much - WE ARE THE RECOGNIZED LEADER in team athletic gear, THE DRIVING FORCE in cheerleading, and THE MOST TRUSTED NAME in celebrating student milestones.

We are where we are today because those who came before us made the right decisions and took our company in the right direction. Now it is our turn to build upon that legacy by living our values - Service, Passion, Integrity, Respect, Innovation and Transparency

S.P.I.R.I.T.

Our Code of Business Conduct is an extension of our Varsity Brands' core values. It serves as a resource in driving the highest ethical standards of conduct in all of our business activities. Our Code is also complemented by our other business policies and procedures and laws, as the Code cannot address all of the situations one may encounter.

The Code was created for and applies to all Varsity Brands employees including BSN SPORTS, Varsity Spirit, and Herff Jones.

REPORTING GUIDELINES

We all have the right and responsibility to report violations and suspected violations of law, our Code and other Company policies. Retaliation for good faith reporting of a violation will not be tolerated.

You can report a potential violation through the following channels:

- Contacting your supervisor
- Contacting your Human Resources department at hr@varsity.com
- Contacting the Legal department: GC@varsitybrands.com
- Using our Code of Business Conduct third-party Helpline to anonymously report a violation:
www.varsitybrands.ethicspoint.com
Toll-free: 1-844-310-2052

Waivers

Waivers to the Code are granted on a case-by-case basis and are only appropriate when strict adherence to the Code will cause a significant hardship. Any waiver of the Code for a member of the Executive Leadership Team must be approved by the Board of Directors. The Chief Legal Officer will review any waiver considerations for all other Varsity Brands employees.

HR Contact

Varsity Spirit: Nikki Shaikh - nshaikh@varsity.com

INTEGRITY

We do what we promise. We own our actions and decisions.

Compliance with Laws, Regulations and Company Policies

The Company conforms to the letter of the law and promotes the spirit of the law through core concepts like fairness, integrity and honesty. The Company is subject to federal, national, state, provincial, local, and international laws and regulations. Additionally, each business unit has policies that support our Code and employees must comply with all applicable policies.

Ethical Standards

Integrity is, and must continue to be, the basis of all business relationships. Company employees are expected to adhere to the highest ethical standards of conduct in all business activities and must act in a manner that enhances our reputation in the business community and with the public.

Bribery and Corruption

The Company has a zero tolerance anti-corruption policy and employees must never offer or accept bribes to win business. We are strictly prohibited from directly or indirectly giving, offering, promising or authorizing anything of value - no matter how small - to any government official (such as a school district superintendent or state secretary of education), agency or any other individual to secure a business advantage, influence business or gain a favorable governmental decision.

This prohibition must be interpreted broadly and applies to anyone acting on our behalf, including suppliers, distributors, contractors, consultants, and agents. We strictly abide by the Foreign Corrupt Practices Act (FCPA), the UK Bribery Act and all similar statutes applicable in each jurisdiction.

Conflict of Interest

Employees are expected to make objective business decisions in line with the best interest of the Company. This entails avoiding circumstances that create (or appear to create) improper personal benefit. We must disclose any actual or potential conflict involving personal and family relationships, outside employment and board memberships, financial interests and investments, and corporate opportunities.



Gifts

While giving or receiving gifts is a common way to build business relationships, misuse of gifts and entertainment can lead to actual or perceived conflicts of interest. This can also increase the risk of serious bribery and corruption. To prevent these risks, BSN, Varsity Spirit, Herff Jones and allgoods each maintain appropriate restrictions on giving and receiving gifts. Check with your manager if you have any questions regarding the application of your policy.

Money Laundering

The Company will not be a party to any agreement or action, which violates the money laundering laws of the United States or any country where our suppliers or clients conduct business. To help prevent and detect money laundering, watch for any suspicious payments; payments made from personal accounts instead of business accounts; and funds from financial institutions or third parties without a logical relationship to the customer or third party.

Global Trade

As a global company, it is our responsibility to know and follow all applicable laws and regulations that govern international trade. When we buy, produce, market and ship goods and services or transfer funds and technology, we must strictly adhere to import and export control laws and comply with economic sanctions and embargoes imposed by the United States and other applicable countries. In case of doubt on the compatibility of a planned business transaction with the applicable trade controls and import and export laws and restrictions, consult your supervisor or the Legal department.

PASSION

We love what we do. It fuels our purpose.

Marketing & Communications

While we love what we do, it is important to remember that there are appropriate ways to share our excitement about our Company with family, friends and others. It is our responsibility to conduct ourselves in a way that complies with the law, our Code and Company policies.

It is our responsibility to accurately represent the Company, its products, and services in our marketing, advertising and sales efforts. We never try to mislead our customers with incomplete or incorrect information about our products and services, nor misrepresent our competitors' products and services.

The Company is committed to maintaining accuracy in all public communications. Only designated Company spokespersons are authorized to make public statements regarding the Company. Be sure to refer media requests to the appropriate party.



Media Contacts

The Varsity Brands Corporate Communications department manages all contacts with the media, including online and social media, television, radio and all forms of print media, to ensure that anything broadcast or published about the Company is current, accurate and truthful and to ensure that we protect customer and personal information appropriately. If you are contacted by a member of the media or receive an inquiry from a blogger, writer, or reporter regarding the Company, refer the inquiring party to Nicole Lauchaire, EVP Marketing & Communications at nlauchaire@varsity.com.

Social Conversation

The best advice is to approach the online world in the same way you do the physical one. Use common sense and good judgment. The following are some guidelines* for using social media in a way that is appropriate and consistent with our values:

- Protect and do not disclose trade secrets and confidential information that belong to the Company, our customers and partners.
- Be sure that you know all of the facts and only post the truth.
- If mentioning the company or if your social media profile identifies you as a company employee, clearly state that the views expressed are your personal views and not the views of the Company.
- Always consider what you are saying before posting. One way to think about it is to ask yourself if you would be comfortable making your comment in a staff meeting.
- Discriminatory or threatening comments made toward fellow employees in social media may be considered a violation of policy - just as if it happened in the workplace.
- Making threats, using racial slurs, or using the internet to intimidate or harass people, can reflect badly on you and the Company and may result in disciplinary action, where appropriate.
- Remember that most social media postings result in unsolicited forwarding (or "retweeting"), commentary, opinions and responses, many from uninformed people, that neither you nor we can control.

*Nothing in these social media guidelines is designed to interfere with, restrain or prevent employee communications regarding wages, hours or other terms and conditions of employment.



RESPECT

We earn it by giving it. Because everyone deserves it.

Diversity and Inclusion

The Company maintains an environment of fair employment built on respect. We believe diversity in our workforce is an asset that enhances our creativity, innovation and growth. Our employees' different cultures, sexual orientations, backgrounds, experiences and perspectives enrich our decision-making, products and services. We are committed to providing equal employment opportunities for all employees and applicants, regardless of race, ethnicity, gender, age, sexual orientation, gender identity, religion, ability, veteran status, or national origin and providing an inclusive workplace that allows all employees to reach their full potential.

Honor Customer Promises

Employees must be truthful in all dealings to avoid any and all appearances of fraud or misrepresentation. If you are unable to fulfill a commitment to a customer, let them know sooner rather than later. Don't promise products or services that we can't deliver.

Discrimination and Harassment

No type of harassment will be tolerated-whether it is sexual or non-sexual in nature. This applies to all employees, vendors, clients and customers. Our employees will not create an uncomfortable, hostile or intimidating environment for others through actions or words.

No Retaliation

No employee will be disadvantaged for reporting in good faith behaviors that are inconsistent with our Code, Company policies or the law.

Sustainability

The Company is dedicated to enhancing the quality of people's lives through our commitment to Company, local and global sustainability. These efforts include our commitment to environmental laws and regulations, employee and stakeholder safety, vendor and business partners' labor standards, and health and wellness



TRANSPARENCY

Own what you do and how you do it.

Confidential and Sensitive Information

Employees maintain and protect confidentiality of non-public information. We safeguard our customers' non-public information by following appropriate security protocols. Employees are also expected to avoid discussing confidential information and other sensitive information in public settings.

Books, Records and Controls

The Company relies on financial and business records to make smart, timely, and accurate business decisions. Employees are also expected to be professional and thoughtful when creating, maintaining and destroying records and documents in accordance with our document retention policy. These documents include, but are not limited to, models, expenses reports, budgets, e-mails, contracts and proposals.

Proper Use of Assets

Employees are expected to use company assets for their intended business purpose. This includes:

- Physical assets - materials, software, inventory, equipment, computers, internet access
- Information assets - confidential and proprietary business information and intellectual property (including our valuable brand names}
- Resource assets - capital (for example, expenditures and supplies} and use of company time during the work

Employees must take reasonable steps to protect the Company assets from theft, destruction or loss to ensure assets are not wasted, misused or diverted. Employees are also expected to take precautions to avoid losing, misplacing or leaving assets unattended that may contain sensitive information. The use of technologies to download, view or send materials that are obscene, discriminatory, harassing or otherwise unlawful or unethical is not permitted.

Workplace Safety

Wherever we are, safety must always come first – we are committed to providing a safe and healthy workplace for all of our employees. As a part of this commitment, all facilities must comply with workplace safety laws and employees are expected to perform their duties in a safe manner at all times.

This includes the Company expectation that employees will not come to work under the influence of drugs or alcohol. Employees are also expected to maintain a safe workplace by resolving differences professionally and respectfully, never through acts or threats of violence, bullying or intimidation.



Antitrust

Antitrust laws in the United States and other countries are designed to encourage competition for the benefit of all participants in our markets, including our customers. Therefore, we will follow the letter and spirit of antitrust and competition laws wherever we conduct our business, and we expect the same from our business partners. Violations of antitrust laws are subject to severe sanctions against the Company and against the responsible individuals, significant financial and reputational damage, and may lead to the invalidity of the affected agreements. In the case of doubt on the compatibility of a planned business activity or transaction with the applicable antitrust and competition laws, it is your duty to consult your supervisor and the Legal Department at an early stage of such planned activity or transaction, before any commitments are made. Contact with our competitors should be severely limited and subject to approval by your supervisor and/or the Legal Department

INNOVATION & SERVICE

We never stop striving to be better. For ourselves and our community. We lead with heart. We champion community.

Together we will achieve our best work by holding ourselves to the highest ethical standards as integrity is and must continue to be the basis of how we operate. In addition to understanding and living the key tenets of the Code, we must also live by our respective Company values.

Please refer to the following resources to further your knowledge and demonstration of specific Company policies and protocol.

Guidelines for After Hours Emergency Telephone Calls

You will be able to reach your Staffing Director in the office or via email from 8:00 a.m. until 6:00 p.m. Monday through Friday. **Please do not use the emergency number during office hours and contact your Staffing Director!**

After Hours Travel and Hotel Emergency

This number is exclusively for after hour hotel and travel emergencies.

UCE - (214)587-9311

Please do not use the emergency number during office hours and contact your Staffing Director.

IF

- you arrive to hotel and they do not have a registration for you or anyone else on the camp.
 - if there is no credit card authorization on file.
 - if you are not being allowed to check-in due to age restrictions.
- your hotel is unsafe or severely unsanitary.
- your flight has been cancelled **AND**
 - you have already spoken with airline representatives.
 - you have already communicated with Concur after hours services.
 - Concur After Hours Number: (866) 719-0379
- you have been in an accident **AND**
 - you have already contacted emergency services if needed.
 - you have already spoken to the rental car company if applicable.

There are many situations that will come about that are not listed above.

Please use good judgement when deciding whether or not to call the emergency number after hours.

What can WAIT until office hours to contact your Staffing Director.

Wait IF:

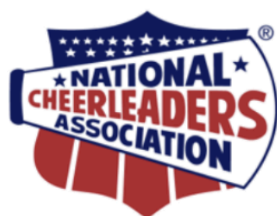
- forgetting to clock in or out.
- you will be late reporting to camp (1-4 hours) – call the Head Instructor/Head Camp Manager to let them know.
- you need directions to get to your next camp (call during office hours or utilize web mapping).
- you want to discuss travel to your next camp.
- you have a personality conflict with a staff member.
- there is no one around to let you in the dorm or facility, unless on weekend (try contact person first).
- facilities are not open when you go to set up for classes (try contact person first).
- there are no hotel reservations where you have been told to check in (double check with front desk manager).
- someone on staff is non-critically ill.
- your camp supplies have not arrived (use the FEDEX tracking numbers on Staff Website).
- the staff is late (less than 4 hours).
- any problems that we cannot take care of until we get to the office.

There are many situations that will come about that are not listed above.

Please use good judgement when deciding whether or not to call the emergency number after hours.

WHEN TO CONTACT A YOUR HI, STAFFING DIRECTOR, OR CAMP MANAGER???

- a member of our staff has been in an accident.
- a member of our staff has not reported to camp by 6 p.m. on reporting day (Saturday and Sunday).
- there is drinking in the dorm by participants.
- there is drinking in the dorm by UCE staff.
- there is use of illegal substances at any point by participants or UCE staff.
- a camper is **critically** injured.
- a camper or staff member has been physically attacked.
- you believe that a squad or squad member should be sent home.
- there is misconduct on the part of our staff in regard to campers or to University personnel.
- there is a fire in the dorm (just make sure to call 911 first, then us).
- there is a major catastrophe at camp (i.e., Hurricanes, Tornado Warnings).
- you will be over four hours late to camp (Call the HI first, and they will call us if there is a problem).
- someone was supposed to pick you up at the train/bus/airport and they are over two hours late.
- you were told to pick someone up at the train/bus/airport and that person did not arrive.



VARSITY SPIRIT INSTRUCTOR FAQs

1. Schedules

Schedules - Varsity staffs all camps according to the needs of the participants. This includes factors such as number of veteran staff, male-female ratio, the particular areas of expertise of instructors, transportation considerations, enrollments etc. We will try to keep in mind requests and will try to accommodate individual instructors, but the overriding factors will be the needs of the camp and the participants.

Schedule Changes - (by the office)-all schedules are subject to change, but we will obviously try to minimize inconvenient changes to instructors.

Cancellations - Because all camps are based on personnel "balance", it is important that you work all camps to which you are assigned. Cancellations should be made for emergency reasons only.

2. Financial Information

Paycheck - your paycheck (and its amount) is confidential. If you have a question, talk to your head instructor and have him/her contact the office. Never discuss your paycheck with anyone outside the company except your parents.

Direct Deposit - You will be paid for every camp you work. We will make arrangements for direct deposit with your bank; however you must complete the Direct Deposit Form on ADP.

Reimbursements - When working an overnight camp we will cover all of your meals during camp hours, when working a day or home camp we will give you per diem that will be reimbursed in your check. If you are traveling we will reimburse baggage, airport parking, and ubers to and from the airport. (if parking is not available). All reimbursements must be approved by the staffing director. Reimbursement form is available in your staff toolbox.

NOTE: Instructors are **not reimbursed for traffic tickets, parking tickets, personal entertainment, excessive meal expenses, etc.*

Uniforms - all uniform expenses (duffle bags, shorts, warmups, etc.) should be paid and ordered by the instructor before work week.

Stay - Your housing and meals during camp are paid by Varsity Spirit.

3. Travel

Varsity will provide you with information on the most convenient travel arrangements to and from camp. This is done for your convenience and to limit your transportation expenses. However, your transportation arrangements are ultimately your own responsibility.

Varsity does not fly staff members to and from camps unless it is the only way we can accomplish transporting an instructor. You will always drive to your camps that are less than 6 hours away. As much as possible, you will be scheduled in and around the geographic region in which you live.

Travel Funds - It is recommended that instructors carry some additional cash (above your projected expenses) for any possible unexpected situations (automobile breakdowns, etc.) Carrying a major credit card would also be a good idea.

Travel Plans - If you need to check into a dorm prior to reporting day, be sure to tell your Head Instructor as early as possible so that we can make housing arrangements with the university. Otherwise we will assume that you are arriving on campus by 12:00 pm the day before the camp begins. While you are at camp please discuss transportation plans with your Head Instructor. The Head Instructor will call the office with all problems. You should call the office if you are home and have transportation problems or if you have been off a week to check for schedule changes. Be sure to make travel plans early in the week.

Insurance - Instructors are covered by Worker's Compensation coverage for injuries incurred on the job. You are not covered for illness, so we recommend that you talk with your parents about your family health insurance plan and determine the procedures they want you to follow if you become ill this summer and need to see a doctor and/or buy medication. You also will not be covered for non-related injuries between camps. If you see a doctor, please call the Personnel Office immediately to fill out a First Report of Injury form within 24 hours. (This form is also found in your Staff Operations Manual).

4. Camps

Housing- In most cases you will be housed in college dormitories. Please respect the dorm rules and keep your room acceptably neat. Do not forget to turn in your key and clean your room when you leave each camp. The hosting college charges our office for lost staff keys, and we will pass this charge on to you. (This key charge has become very costly.)

Camp Management- At most camps, Varsity furnishes a camp management staff that handles the administrative aspects of the camp including registration, dorm supervision, security, and athletic training. Please give them your cooperation and assistance. They are an important part of the Varsity Team!

Material - KNOW YOUR MATERIAL! Being prompt for all classes and meetings is essential all summer! If you have any questions or problems talk to your Head Instructor. They will be glad to help.

***NOTE: The material is confidential and should ONLY be taught at your scheduled camps. This is NOT to be shared with others prior to attending our camps.**

When to Report to Camp- You will be provided with a schedule of where to report on each campus for each camp. You should report by 12:00 pm on Day Zero, the day before your camp begins, if no other time has been communicated by your Head Instructor. Many camps start on different days of the week, so be sure to check your reporting schedule carefully.

Leaving Camp - Most camps end at approximately 12:00 noon. If necessary, we will try to arrange with the hosting college to allow the Instructors to stay in the dorm that night. Do not leave until you have met with your Head Instructor in case there are any last minute announcements or schedule changes.

Stay in Your Best Health - Get plenty of rest and eat healthy, balanced meals, keep your body healthy and physically fit for you!

Drinking or any unsafe practice while driving is strictly prohibited. For the safety of all Instructors, notify the office of any instances of drinking while driving.

Hazing - there is to be no hazing or initiation of any type to any instructor at camp this summer.

Staff Expectations

Varsity Mission, Code of Conduct & Core Values

Our mission is to elevate the student experience. We are the leading organization that empowers young people by encouraging participation, recognizing achievement, and building community and school spirit. There is no limit on what we can achieve in our mission.

The roles of all staff are critical to the success of Varsity Brands. All employees are expected to represent Varsity Brands by demonstration of company core values.

Our Varsity Brands Core Values are the DNA that make up the amazing culture that sets us apart from the rest. It serves as a resource to the behaviors that drive the highest ethical standards of conduct in our daily activities making a lasting positive impact on the lives of students and each other.

SPIRIT - PASSION - INNOVATION - RESPECT - INTEGRITY - TRANSPARENCY

The Varsity Brands Code of Conduct is an extension of our core values and is complemented by other company policies and procedures. As the code cannot address all the situations that one may encounter, the goal is to offer support in Staff Employee Expectations to provide clarity to these topics thus fostering an authentic environment where students and employees can develop connections and enjoy a positive experience while succeeding in their role at Varsity Spirit.

Support Contacts

There are multiple avenues to take should an employee find themselves needing to report an issue or simply talk about something that has occurred. Please use the following channels to report potential issues and know that retaliation for good faith reporting will not be tolerated.

- Contact your Staffing Director
- Contact your HR Department at @HR@varsity.com or HR Business Partner directly:
- Staff HR Business Partner
 - HR Business Partner, Olivia Miller omiller@varsity.com; (469)344-8525
- Use Code of Business Conduct third-party helpline to anonymously report a violation:
 - www.varsitybrands.ethicspoint.com
 - Toll-free: 1(844)310-2052
- If you know of you have reasonable cause to suspect maltreatment of children, you are required to report to local authorities. Dean of VU & Director of Compliance, Karen Lew can help you to determine where and how to make an appropriate report.

klew@varsity.com; (504) 450-6482

Staff Expectations

Maintaining Effective Social Media Presence

Social media has become almost a necessity in today's world and can certainly make or break an experience for those who use it depending on how it is carried out. What you post on social media and the internet, whether for personal or for work, is forever and reflects on you as a person as well as a Varsity employee. Think carefully before hitting send or posting content that will be seen by not only your friends and family but also by coworkers and customers. Should social media rules and policies be violated, this could have a negative impact on your employment. Keep the following in mind to ensure that you are covered.

PAUSE before you post - Remember the four P's of Posting:

1. Is it too **personal**? If the answer is yes, don't post.
2. Is it too **provocative**? If the answer is yes, don't post.
3. Is it **professional**? If the answer is yes, ask yourself one last question,
4. What is its **purpose**? If the purpose of the post will ultimately support who you are in a positive

way and promote your personal brand and that of the company you represent, go for it!

It's Not Private. When you post content on a public social network, understand that all posts and comments are traceable. Your posts can be copied and posted elsewhere to be viewed by people other than your intended audience. Employees of the Varsity Companies have no expectation of privacy in any content that is sent or received via the Varsity Companies networks, regardless of the settings on the social networking sites.

Act Respectfully: Always be fair and courteous to fellow employees, customers, suppliers or people who work on behalf of the Varsity Companies. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, employees or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, color, sex, age, national origin, disability, religion or any other status protected by law or Company policy. Such inappropriate conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Staff Expectations

Embrace the Strength in Diversity & Inclusion

Diversity is important and Inclusion matters. Building an inclusive culture improves team engagement and improves the experience for all involved. As a leader, you have the rare opportunity to instill in our students the importance of participation, school spirit, community involvement, commitment, and pride. Here are some suggestions on how you can make a positive difference in the lives of students and your co-workers by fostering D&I within your own leadership efforts:

- Mix up your teams & branch out from those you are most familiar with
- Make it easy for others to participate in activities. Create a sense of belonging among your peers.
- Get to know one another – learn about each other’s cultural backgrounds, lives, and interests outside of this work.
- Demonstrate professionalism and positivity. Model the inclusive behaviors we’d like to see everyone use. Remember, as a leader, people are watching to see how you conduct yourself.
- Use inclusive language. Keep it appropriate and be careful when using slang – particularly if you do not know the meaning. You never know, it may be demeaning to someone’s race, gender, ethnicity, or sexual orientation.
- Facilitate flexible ongoing feedback with your students & peers. Demonstrate your understanding of how individuals learn differently and flex your active listening skills.
- Where it makes sense, give positive feedback on a job well done. If critical feedback is necessary, be mindful of the most effective time, manner, and place to do so that the individual does not feel picked on or singled out.
- Keep an eye out for those who aren’t participating -whether it be in a meeting or other activities. Consciously draw them into conversations and activities.
- Keep an eye out for those who seem to not be participating like the others. Look to draw them into conversations and activities. Think about assigning teams/pairs rather than having them pick their own partners.
- After work hours is your personal time but extending an invitation to the entire group is always a great way to make everyone feel included. However, remember it is ok if not everyone wants to join in. No one should feel pressured to join if they would rather spend their afterhours time differently.

Staff Expectations

Representing the Brand to ensure Athlete Safety & Effective Brand Representation

We strive under each brand's logo to evoke feelings of professionalism, quality, tradition, fun, loyalty, and other positive attributes within our customers. The way we present ourselves not only reflects on us as individuals, but also on the brand we represent. The respect we show to the uniform and our appearance says volumes about the pride we feel in being part of Varsity Brands. We hope to instill that same pride in our customers for their own teams. This is reflected in the way we wear our uniforms, the way we present ourselves and, in our behavior, while representing the brand on our uniform.

Why we pride ourselves in our Apparel, Appearance and Professional Presentation:

- Athlete Safety is #1 and some uniform requirements are strictly safety related and potentially vary by activity which will be specifically communicated by your staffing directors.
- We are role models for thousands of teams and individuals. Through our uniforms, they see a "team" of staff who promote a professional, positive image as role models.
- The way we present ourselves visually is often the first impression we make upon customers. We strive for that to be reflective of an organization who promotes teamwork, unity, diversity, and inclusion.
- We wear the uniform with pride. The care we take with presentation speaks volumes in our own self confidence and team representation.
- While individuality is encouraged, we remain part of a team where standardization must be maintained. This helps all employees know what is acceptable and to better understand the importance of the positive image we work hard to present.
- Varsity Spirit Fashion is the leader in cheerleading uniforms, dance, and band wear. Wearing our uniforms well allows us the opportunity to showcase our products in action.

The company expects all employees to exercise appropriate judgment regarding personal appearance, dress and grooming to be most effective in the performance of their workplace duties. Factors that will be considered when determining whether an employee's attire poses a conflict with the job or work environment include:

- Personal safety of self or others, or damage to company property.
- Productivity or performance expectations.
- Offensiveness to co-workers, customers, vendors, or others in the workplace.
- Company or societal norms
- Customer Complaints

If management determines an employee's appearance causes such a conflict, the employee will be encouraged to identify appropriate options, such as removal of jewelry, covering of tattoos, grooming of facial hair, pulling back hair into an appropriate style, or other reasonable means to resolve the conflict.

Staff Expectations

Expectations & Consequences

As a member of staff, it is important to foster an environment that is safe and welcoming to all. All employees are expected to operate in a professional, principled, and ethical manner. Remember that just because something does not make you uncomfortable does not mean it is the same for everyone. Treat everyone with the utmost respect.

The following items, though not all inclusive, are prohibited, will not be tolerated, and could be grounds for immediate dismissal of your role at Varsity Brands:

- Harassment of any kind – whether it is sexual or non-sexual in nature. Employees should not create an uncomfortable, hostile, or intimidating environment for others. This also includes harassment via social media.
- Hazing – which can be seen as humiliating and/or dangerous. This can be through actions or words.
- Alcohol consumption for staff while on the premises and/or during active hours, regardless of the location's distinct alcohol usage policies.
- Underage alcohol consumption.
- Illicit drugs are prohibited. Possession and or consumption of illicit drugs are not allowed at any time regardless of location.

Legal Drugs

"Legal drugs" are those prescribed or over-the-counter drugs that are legally obtained by the Employee and used for the purpose for which they were prescribed and sold.

Note that it is the Company's intention to comply with all applicable federal, state, and local laws. Where state and federal law differ, however, the Company will comply with federal law, except where otherwise provided. For example, some state laws permit the use and possession of marijuana for medical and/or non-medical purposes, but federal law does not. In the absence of state law to the contrary, the Company considers marijuana to be an illegal drug for purposes of this Policy in all states – even those states that allow for medical and/or non-medical use. Moreover, even if an individual's use of marijuana may otherwise be permissible under state law, the use or possession of marijuana or being under the influence or impaired by marijuana **on or off the Company's Property or while on Company business is strictly prohibited.**

Expectations & Consequences

Please note these expectations are not designed to cover or contain a comprehensive listing of all activities, duties, or responsibilities required of the employee for this job. Additional full policies can be found in onboarding compliance and brand staff manuals.

Varsity Brands, Inc. Social Media Policy

At Varsity Brands, we understand that blogs and other social media sites are effective ways to stay in touch with friends and coworkers and communicate with persons sharing common interests. However, use of social media also presents certain risks and involves certain responsibilities. The purpose of this policy is to establish expectations that we have for our employees who participate in such online activities. This policy applies to all employees of Varsity Brands, Inc. and its subsidiaries (together, the “Varsity Companies”). Whether tweeting, blogging, helping answer questions on one of our Facebook pages, or otherwise posting or transmitting any communication, online or otherwise, we expect each employee- other to reflect our companies’ core values consistent with the integrity of our Varsity Companies’ brands. While you may be encouraged from time to time to promote sanctioned Varsity marketing campaigns and initiatives using your personal online profiles, please remember that during working time your social networking activities should be limited to such job duties/tasks and not personal matters.

It is our policy that any employee of the Varsity Companies who engages in personal social networking activity must abide by all of the Varsity Companies’ policies and procedures including, without limitation, confidentiality policies, anti-discrimination policies, anti-retaliation policies, anti-harassment policies, and computer use policies.

GUIDELINES

Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else’s blog, journal or diary, personal website, social networking web site, message board, online forum or a chat room, whether or not associated or affiliated with the Varsity Companies, as well as any other form of electronic communication.

The same principles and guidelines found in the Varsity Companies’ policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects customers, suppliers, people who work on behalf of the Varsity Companies or the Varsity Companies’ legitimate business interests may result in disciplinary action up to and including termination.

- **Act Respectfully:** Always be fair and courteous to fellow employees, customers, suppliers or people who work on behalf of the Varsity Companies. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, employees or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include

offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, color, sex, age, national origin, disability, religion or any other status protected by law or Company policy. Such inappropriate conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

- ***Always Disclose your Affiliation with the Varsity Companies:*** If you talk about our products or services, our competitors and their products, or employees, you must disclose your affiliation with the Varsity Companies. This ensures we are transparent in our communications and our customers don't mistake 'employee opinions' for 'independent reviews'.
- ***Always State That It's Your Opinion:*** When commenting on our products or services, our competitors and their products, or employees, unless previously authorized to speak on behalf of the Varsity Companies, you should state that the views expressed are your own and not that of the Varsity Companies.
- ***Act responsibly:*** When participating online, do not misrepresent yourself. Everyone appreciates when you're transparent in your communications and actions. Understand that you are legally responsible for any content you publish or post.
- ***Act ethically:*** Act according to our core values consistent with the integrity that the Varsity Companies' brands represent. Just as we do not tolerate discrimination of any kind, we expect the same in our employees' online interactions. Regardless of sex, age, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, veteran status, marital status, or any other similar category, treat everyone with the same kindness and respect. For further information regarding Varsity Brands' EEO, anti-harassment policy, and anti-retaliation policy, please review those policies which are located in the Employee Handbook on your staff toolbox and compliance course.
- ***Act Honestly and Accurately:*** Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered (including using strikethroughs rather than deletions). Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Varsity Companies, fellow employees, customers, suppliers, people working on behalf of the Varsity Companies or competitors.
- ***Act lawfully:*** Respect all relevant laws, including copyright, privacy, and defamation laws. For the Varsity Companies' protection as well as your own, it is critical that you show proper respect for the laws governing copyright, fair use of copyrighted materials owned by others, trademarks, and other intellectual property, including the Varsity Companies' own copyrights, trademarks, and brands.

Social Media as Part of Your Job Duties

Today, conversations with customers and other business related individuals are happening every day in social media, and many segments of our business necessarily use these new avenues to communicate directly with stakeholders as part of their job responsibilities. We

encourage you to be proactive and creative in maximizing the opportunities social media provides. While this evolving environment brings new opportunities for communication and collaboration, it also creates new responsibilities for employees in using new media.

Employees are to refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Varsity Companies' computer policies. Do not use Varsity Companies' email addresses to register on social networks, blogs or other online tools utilized for personal use. Employees are prohibited from creating social media sites, blogs or related online tools on the Varsity Companies' behalf without the approval of the EVP of Marketing & Communications, Nicole Lauchaire.

If you would like to use social media tools as they relate to your job and job function in addition to Varsity Companies' web pages and Internet sites already in existence, you should obtain direction from our EVP of Marketing & Communications to ensure your activities fit with our overall corporate social media strategy. All Varsity Companies' web pages, sites and other internet tools created or used in the Varsity Companies' name or on our behalf are designed for customer, prospective customer, or business- related communications only.

We expect and require all employees who use social media in the name of or on behalf of the Varsity Companies to understand and follow these rules.

- **Be professional.** Whenever you identify yourself with the Varsity Companies in an online environment, ensure that your contribution is consistent with our professional conduct expectations. Stay on topic and remember the purpose of the communication as it relates to your job responsibilities.
- **Be responsive.** An inherent feature of social media, blogs and Twitter in particular is that Web users will offer both solicited and unsolicited feedback and ask questions. Be prepared to follow through with appropriate responses. If you have questions about what the appropriate response should be, please contact the EVP of Marketing & Communications.
- **Build Relationships.** Social media is an ongoing opportunity to develop and nurture customer relationships and find new ones. Focus on developing and strengthening these relationships.
- **It's Not Private.** When you post content on a public social network, understand that all posts and comments are traceable. Your posts can be copied and posted elsewhere to be viewed by people other than your intended audience. Employees of the Varsity Companies have no expectation of privacy in any content that is sent or received via the Varsity Companies networks, regardless of the settings on the social networking sites.

What You Should Never Disclose:

- **Our Numbers:** It is critical that you maintain the confidentiality of the Varsity Companies' trade secrets and private and confidential information and attorney-client privileged information. Trade Secrets may include, but are not limited to, information regarding the development of confidential strategies, operational plans, products, forecasts, know how

and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

- **Customer/Supplier/Business Partner Information:** You should never share nonpublic information about these groups.

Much of this is common sense. You are expected to use your best judgment and exercise personal responsibility.

Media Contacts

Employees should not speak to the media on the Varsity Companies' behalf without contacting Nicole Lauchaire, EVP Marketing & Communications. All media inquiries should be directed to her.

For more information:

If you have any questions or need further guidance, please contact your Human Resources Representative at people@varsitybrands.com or your EVP of Marketing & Communications, Nicole Lauchaire.

Please be assured that nothing in this policy is intended to interfere with employees' exercise of their rights to communicate regarding the terms and conditions of their employment.

Important Contacts

HR – people@varsitybrands.com

HR Business Partner - Olivia Miller – omiller@varsity.com

Marketing – Nicole Laucharie – nlauchaire@varsity.com

Squad Credentialing

Our philosophy has been to uphold the traditional cheerleading roles of crowd leading and spirit raising while also providing an outlet for athletic achievement through entertaining competitive routines. Over time, these roles have expanded to include leadership, safety, and ambassadorship, making cheerleading unique among all other athletic activities.

In 2016, the Varsity Spirit/NFHS Squad Credentialing program was developed in conjunction with the National Federation of State High School Associations (NFHS) with the roles of today's cheerleaders in mind. We have collaborated with the NFHS on educational efforts, and their website hosts spirit rules and safety curriculum for spirit coaches.

The credentialing program will focus on these areas; the importance of safety, leadership and the five key pillars to a successful school spirit programs:

Safety

Through our camps, we have consistently stressed safety awareness classes that emphasize the importance of proper technique and progression for all cheerleaders. Our goal is to make it even safer, and ensure that our athletes take accountability for their own safety.

Leadership

As stated by the NFHS, the four crucial aspects of leadership are communication, team building, problem solving, and motivation. The role of team captain is to develop skills in these four areas in order to become a better leader and motivator to their team. Many captains become an extension of their team's coach which comes with a great deal of responsibility, but every team member should strive to improve leadership skills that can be used outside of cheerleading as well.

The Role of a Cheerleader

- **Crowd Leading** – a team's direct efforts to elicit a response from fans during a specific event.
- **Spirit Raising** –the creation and increasing of the sense of pride students and fans have for their teams and their school itself.
- **Ambassadorship** – the positive promotion of a team or school to outside agencies and groups within the nearby community and beyond.

- **Athleticism** – the development and demonstration of physical skills associated with the activity.
- **Entertainment** – the use of specific elements of cheerleading like dance, stunts, jumps, hype cheers, and tumbling to enhance the atmosphere of an event.

Frequently Asked Questions: Varsity Spirit/ NFHS Squad Credentialing Program

Throughout the summer, you will be expected to be able to answer these questions. If a coach or cheerleader asks you a question about Squad Credentialing and you do not know the answer, ask your HI. Do not make up your own answer.

1. Why did we create the Varsity Spirit / NFHS Squad Credentialing Program?

We developed the program to endure cheerleaders and coaches, the roles of the cheerleader and the importance of safety. The program was created in collaboration with the National Federation and is comparable to their existing courses. Because this is so important to us, this program will be implemented at Varsity Spirit Camps and National Varsity Events.

2. What does this mean for teams who attend our camps, competitions, and nationals?

This program will be implemented at Varsity Spirit Camps this summer (UCE, UCA, NCA, USA, V!ROC and Premier camps), The Squad Credentialing program applies to all school, youth, club and rec teams that compete at these championships.

3. What Camps will provide Squad Credentialing ?

All Varsity Spirit Overnight camps, resort camps, home camps, and day camps that are **at least two days long**. Instruction time must be long enough for all elements of credentialing to be taught. Squad Credentialing will not be provided at clinics or one day camps. Squad Credentialing at any Varsity Brand camp, (UCE, UCA, NCA, UCE, USA, V!ROC and Premier Camps) will meet the requirement.

4. What will the Squad Credentialing Program be like at camp?

Camp Attendees will be required to complete a checklist and knowledge application that will cover their role as crowd leaders, spirit raisers ambassadors, athletes and entertainers, with an emphasis on leadership and safety.

5. At what point during camp does it happen?

It will happen throughout camp in Cheer Live GD Class, stunt class, etc., and be indicated on the schedule. Checklists will be completed with stickers at the end of each day.

6. *How many squad members need to attend camp?*

We require that 75% of the members competing must have completed Squad Credentialing.

7. *If my mascot competes in National High School Cheerleading Championship Game Day, do they need credentialing?*

Yes, mascots fall under the 75% requirement, and are required to have attended Squad Credentialing.

CREREDENTIALING BY DAYS

Day 1 - Safety, Ambassador, Crowd Leader

Day 2 - Leadership, Entertainer

Day 3 - Athlete, Spirit Raiser

Below are the classes where the credentialing applies to the camp.

CREREDENTIALING BY CLASS

Crowd Leader

Day 1:

- Cheer Live Game Day Class
- Sign & Pom Seminar
- Personalized Sideline
- Sideline Personal Coaching Help

Day 2:

- Cheer Live Game Day Class
- Cheer Personal Coaching Help
- Cheer Live GD Practice

Day 3:

- Band Dance Dynamics
- Cheer Live Game Day Class

Day 4:

- Cheer Live Championships

Spirit Raiser

Day 3:

- Pep Rally Planning
- The Power of I Summer Rally

Day 4:

- T.U.C.E. Awards

Ambassador

Day 1:

- Team Up for St. Jude

Day 2:

- School Facts Quiz

Day 3:

- Pin It Forward
- All-American Tryouts

Day 4:

- Pin It Forward

Athlete

Day 1:

Entertainer

Day 1:

- Dance Class
- Sideline Evaluations (Informal)

Day 2:

- Dance Class
- Cheer Evaluations

Day 3:

- Dance Class
- U-Tine Evaluations

Day 4:

- U-Tine Championships

- Stunt Class
- Pyramid Class
- Sideline Personal Coaching

Day 2:

- Stunts & Pyramids Class
- Cheer Personal Coaching
- Jump Class
- Jump Off

Day 3:

- Basket Toss Class
- Pyramid Class
- U-Tine Personal Coaching

Day 4:

- U-Tine & Cheer Live GD Championships

Leadership

Day 2:

- Captain Leadership Training #1
- Squad Leadership Training

Day 3:

- Captain Leadership Training #2
- Leadership Awards
- Squad Credentialing Presentation

Safety

Day 1:

- Safety Awareness Test
- Spotting Seminar
- Stunt Qualification

CREDENTIALING STICKERS**Day 1: Safety Sticker****Day 2: Crowd Leader & Athlete****Day 3: Spirit Raiser, Ambassador, Leadership****Day 4: Entertainer, Squad Credentialing Completion**

Emergency Plan

An Emergency Action Plan (EAP) is best when planned, practiced and never used. But like a fire drill, it must be planned and practiced in the event that it does have to be used. Action in an emergency situation like this should be deliberate and automatic. USA Cheer has developed a sample EAP along with video and downloadable forms. This information is available at <https://www.usacheer.org/>.

Plan Ahead

Assume an injury or medical emergency has just occurred at your practice. What steps do you need to take to get proper medical attention to the individual as fast as possible? What personnel do you have available to complete the necessary tasks?

- You or someone that is always with the team should have training in basic first aid and CPR. If you have access to an AED, get training in its proper use. Some teams have every member complete this training.
- Stay with the injured person to apply any needed first aid and to supervise their well-being.
- Assign two mature people to call 9-1-1 with a script that contains the school address and location of the practice or game. • Assign groups of at least two to create a path to meet emergency personnel outside the building and direct them to the point of the emergency. This may mean a group at the gym door, further down the hallway at a corner, standing at the exit doors, and standing in the parking lot to meet them.
- Assign additional groups to: get the medical release forms; keep non-faculty people from entering the gym or the area of the emergency; if available, contact the school nurse or athletic trainer.
- Instruct all others on the team that they will be responsible for keeping the immediate area of the emergency clear. Be prepared to contact the individual's parents/guardians with pertinent information, followed by a phone call to your supervisor (principal, athletics director or gym owner).

Practice

Practice all parts of the plan (with the exception of actually calling 9-1-1) to ensure that there are no unforeseen obstacles to obtaining fast emergency care. Continue making any necessary modifications and practice until you are confident everyone knows their responsibilities. Like a fire drill, practice the plan periodically to keep it top-of-mind. USA Cheer recommends the first practice of the month become a scheduled rehearsal of the emergency plan.

Take Action

In the event an incident occurs that you determine requires emergency care, stay calm and instruct everyone to enact the Emergency Plan, to take their positions and that this is not a drill. Inform those individuals assigned to call 9-1-1 as to the nature of the injury so they can relay that to the 9-1-1 operator. Apply any needed first aid. If the emergency requires transportation, find out where they are going and inform the parents or guardians that you will meet them there once the rest of the team is properly supervised. Never leave the team unsupervised to ride with the ambulance.

Online Documents

The USA Cheer website contains documentation for you to use to develop your EAP, including sample information cards and phone scripts. USA Cheer also developed a new flipchart version of the EAP for use with a clipboard that gives easy access to the assignments and 9-1-1-phone script. For more information, visit: <https://www.usacheer.org/safety/resources/cheerleading-emergency-action-plan>.

Develop your EAP with the help of your school nurse, athletic trainer or other sports medicine professional. Be sure to consider emergency plans for weather emergencies as well as potential indoor emergencies such as a hazardous chemical spill (cleaning solutions or bleach for example).

ON POINT! STAFF

As a staffer for The Urban Cheerleading Experience, you are always expected to be On Point! When walking into a room you must immediately know that you are held to a higher standard and the way you present yourself and represent this brand is **EVERYTHING!**

Appearance

Your appearance is the first statement and most important statement. When you walk into a room, how do you want the team you are working with and the coach to look at you.

****Remember if you look unprepared they feel unprepared. You must come in ready to take charge and be a role model for the athletes you are getting ready to mentor.***

1. **Hair** - If your hair is longer than shoulder length it must be pulled back out of your face. There will be no loose ponytails or messy hair in uniform. If you have shoulder length hair it must still be pulled back out of your face, you are an example to all of the athletes you are training.

2. **Makeup** - make sure that you look presentable at all times, and that you look Game Day Ready.

3. **Uniform** - make sure that your uniform is always clean and stain-free. If you mess up any of your uniforms or lose them, you will have to pay to replace them so you are prepared for your next camp. **YOU ARE TO NEVER WEAR JEWELRY WHEN YOU'RE IN UNIFORM**

4. **Personal Hygiene** - this includes nails, your oral healthcare, and the way you smell. When presenting yourself in front of a team you want to make sure that you smell your best and look refreshed for each day of camp. Remember you are teaching stunting so your nails need to meet the AACCA standard of short, sports cut length and the UCE standard of a neutral nude nail color

Being On Time

****THIS MEANS 15 MINUTES EARLY*** - remember when you go out to your home camp, overnight camp, etc.. you are a representation of the brand and timeliness is everything. You must be on time and this does not mean walking

CLEMENTUNE APP

Hello Staff! We are partnered with Yes! Fitness Music and they provide us with an amazing app called clementune which is where all of your material will be held as well as all of your summer material. The great part about this app is that your coaches get the same app.

You are now able to digitally download your camp music to your phone or tablet!

You're going to love having your music all in one place. And don't worry – you can download your music to your desktop so you can have it ready for your camps!

Directions:

1. From a mobile or desktop browser, visit clementune.yesfitnessmusic.com to create an account or to login if you already have an account with Unleashthebeats or Yes! Fitness Music.
 - If setting up an account for the first time, we encourage you to use a TEAM email address/password if you have one.

2) Once logged in, simply enter your unique 6 digit code, and click "Redeem". The album will now appear in your library view.

Music Download Access Code: **PROVIDED AT CHECK IN AT WORK WEEK. Contact staffing director if assistance is needed.**

3) If you are on your mobile device, tap the album and the App will launch or prompt you to install from the App store.

4) If you set up your account and redeemed your code on a desktop computer, click the album and follow the prompts to send a text message with the App store link.

5) Launch the music download App and login with THE SAME account email from Step 1 and your library will display.

6) Follow the In-App tips to Download and Play.

Go to [Varsity.com/music]Varsity.com/music for additional step by step instructions, and if you experience any difficulties with your app, please utilize the SUPPORT function within the app.



CLASSES

HOW TO SET UP CHEER CLASS

Be enthusiastic! You are a professional and it is ultimately your responsibility to “psyche” yourself for every class. Remember, no matter how many camps you have taught, it is the only one for the students. Most have worked hard to raise money to come to camp and for many it is the highlight of their year. They deserve the best! Make camp educational and fun for them!

Day 1 - items taught	Day 2 - items taught	Day 3 - items taught
<ul style="list-style-type: none"> • 1 cheer (AA) • 3 general sidelines • Personalized sideline 	<ul style="list-style-type: none"> • 2 cheers • 1 offense sideline • 1 defense sideline 	<ul style="list-style-type: none"> • 1 performance cheer • Game day traditions (PC elective)

REPORTING DAY:

Assign staff to cheer class, after you assign your staff watch them do the material and make sure that they know all material that they will be teaching.

- Assign a “head of cheer class” to make sure that things run on time and will make sure that class is moving at the right pace.
- Your “Cheer Head” needs to be someone that knows how to keep class upbeat and is a timely person that knows how to keep things flowing just in case there is any type of mishap.
- After demo practice, review day 1 cheer class and make sure that each instructor knows which role they play.

Assign Personalized Sidelines

- Make sure that each staff has one offense and one defense, different from other staff.
- This sideline will be what they teach to their mentee’s. This sideline will be what your team uses on the final day during the Cheer Live Championship.

HOW TO TEACH CHEER CLASS

When assigning cheers create a rotation, the person that opens the class should be the head of the cheer class. The person closer to the talker rotates to the mic and the second demo rotates to the first demos position. From there the person on the mic will either rotate off the stage or to the second demo's position.

All-American Cheer - you will always teach this on day 1 during cheer class.

- **Roamers** you are there to support the kids and cheer class do not be a distraction. Let the person on stage teach and you answer questions if necessary. Try your best to direct questions to the stage.
- **Mirroring Motions** - if you ever face the audience make sure that you mirror your motions at all times.

Intro to cheer class

- Start off with an icebreaker if you haven't already done one at the beginning of camp.
- Teach words to the cheer (teach and have them repeat)
- Teach motions and put words and motions together
- Add school mascot/colors once they have learned the cheer with the UCE words

HOW TO SET UP DANCE CLASS

EACH DANCE CLASS WILL HAVE A DIFFERENT PURPOSE, BUT IT IS UP TO YOU TO HAVE FUN!

Day 1 - items taught	Day 2 - items taught	Day 3 - items taught
<ul style="list-style-type: none"> • U-Tine 	<ul style="list-style-type: none"> • Band Chant • Hip-Hop Part 1 	<ul style="list-style-type: none"> • Hip Hop Part 2 • Eight Counts (elective class)

REPORTING DAY:

Assign staff to dance class, after you assign your staff watch them do the material and make sure that they know all material that they will be teaching.

- Assign a “head of dance class” to make sure that things run on time and will make sure that class is moving at the right pace.
- Your “Dance Head” needs to be someone that knows how to keep class upbeat and is a timely person that knows how to keep things flowing just in case there is any type of mishap.
- After demo practice, review day 1 dance class and make sure that each instructor knows which role they play.

U-TINE

This is your team's pep rally routine, you will teach them the 4-5 eight counts during dance class then add in incorporation of skills, tumbling, pyramid, etc. during your personal coaching session. They will be evaluated on this later during the week on Day 3 and Day 2 at a Home Camp.

HIP-HOP

This will be taught during day 2, you will reach a stopping point and continue the rest on day 3

HOW TO TEACH DANCE CLASS

When assigning dances create a rotation, the person that opens the class should be the head of the dance class. The person closer to the talker rotates to the mic and the second demo rotates to the first demos position. From there the person on the mic will either rotate off the stage or to the second demo's position.

U- Tine - you will always teach this on day 1 during dance class.

- **Roamers** you are there to support the kids and dance class do not be a distraction. Let the person on stage teach and you answer questions if necessary. Try your best to direct questions to the stage.
- **Mistakes** - if you teach something wrong roll with it, if you can fix it attempt to fix it, but if you can't just let the others staffers know.
- **Mirroring Motions** - if you ever face the audience make sure that you mirror your motions at all times.

Intro to dance class

- Intro the class; make them feel like this is about to be the best dance ever!
- 4.5 - eight counts; break it down in sections - you only have about 45 minutes
- Don't be overly detailed.
- Do it with music and fast counts.
- Dancing Diva if you have time.

HOW TO PCH

Day 1 - items taught	Day 2 - items taught	Day 3 - items taught
<ul style="list-style-type: none"> • Sideline 	<ul style="list-style-type: none"> • Cheer 	<ul style="list-style-type: none"> • U-Tine • Review Game Day

REPORTING DAY:

- You will be given your assignment by your head instructor.

SIDELINE

CHEER

U-TINE

This is your team's pep rally routine, you will teach them the 4-5 eight counts during dance class then add in incorporation of skills, tumbling, pyramid, etc. during your personal coaching session. They will be evaluated on this later during the week on Day 3 and Day 2 at a Home Camp.

GAME DAY

This will be taught during day 2, you will reach a stopping point and continue the rest on day 3

PREPARING EVALUATIONS

Superior (Purple) - if you give a team a purple superior ribbon this means that the team is game day ready with minimal mistakes. You would be ready to stick this team in front of an audience at any time. Even though you give them a superior ribbon, don't be afraid to give critiques. You want to make sure that you are still being helpful and offering advice because remember as a staffer you are the expert.

Excellent (Silver) - if you give a team a silver excellent ribbon this team is almost Game Day ready. They have a few mistakes, maybe memory mistakes or motion mistakes or potentially incorporation mistakes. If you were going to give a team an excellent ribbon, you need to be prepared to explain thoroughly why.

Outstanding (White) - if you give a team an outstanding ribbon, that means that this team needs a lot of work, they struggle to get through their routine and they are having a difficult time remembering motions, formation changes and more. If you are giving a team a white ribbon, you need to let your head instructor know. The reason that you will let your head instructor know is to help back you up whenever they talk to the coach the next day in the coaches meetings.

	Majority	Minimal	Can Include
Superior	Very Good	Good	—
Superior	Good	Very Good	—
Excellent	Good	Very Good	Needs Work
Excellent	Good	Needs Work	Very Good
Outstanding	Needs Work	Good	Very Good
Outstanding	Needs Work	—	—

The chart above gives you an idea on what your evaluation form should look like. Well, all evaluation forms look like this? NO. This is just to give you an idea that the **can include** column should be used with best judgment.

Intro To Jump Class

Stretch: while stretching explain how you will run them through an actual jump class then you will debrief.

Jump order: T-Jump, Tuck Jump, Star Jump, Left/Right Herky, Left/Right Hurdler, ToeTouch, Double Toe (if possible).

Debrief - teach them the order and give them bullet points. Stretch The Teams.

Ask the questions:

1. What muscles do you use during a T-Jump?
2. When you jump you should squeeze your _____ and shrug your _____.
3. Tuck Jump or Star Jump?
4. Snap your what at the end? - During Star Jump or a Herky
5. When you shrug your shoulders and squeeze your core your chest shouldn't drop.
6. Point your ankles instead of your toes. T or F

Jump Class is a short class that will occur on Day 2 of a 4-day traditional overnight and home camp. The goal is to teach the cheerleaders proper technique and give them tips to improve on their jump height and flexibility over time. After a quick stretch, go over timing/counts, and review each jump! Feel free to add in some staff tips!

Jump	Approach: Arms should always start in a High V unless the squad uses a different approach.	Form: Chest should always stay up. Toes should always be pointed. Lift through shoulders!	Notes A key component to good jumps is a strong core to help lift legs!
Toe Touch	Swings to a T motion.	-Legs up with knees facing up -Roll hips under	Sit on ground to practice body position and roll hips toward the back
Herkie	Swings to a T motion.	- Bring legs up, keep bent leg parallel to ground while straight leg remains in toe touch	Practice both legs equally to increase strength and flexibility.
Hurdler	Swings to a touchdown motion.	-Kick one leg straight in front and the other bent behind	-Jump faces the angle. The leg farthest away from the crowd remains straight. Knees must separate. Put arms in a touchdown motion and practice kicking leg between them.
Pike	Swings through to a candlestick position	-Use core to lift both legs straight between fists. -Full swing of arms helps to increase height	-The pike is a more difficult jump to master. Sit on the ground to practice the pike position. -Don't drop chest - Bring legs up to meet arms in candlestick.
Double Jump	Swings through to desired jump positions	-Execute each jump individually -Focus on powerful swing between jumps to increase height	-As a team, concentrate on hitting exact counts to help with execution and synch. -Bend knees between the jumps
Landings for all jumps should focus on snapping the legs back together and landing with both feet at the same time.			

7. Knees should be up/to the back wall when doing a toe touch. T or F



STUNT CLASS & PYRAMID CLASS

Stunt Class Overview

Stunt class is one of the most anticipated classes for both the athletes and coaches at UCE Camp so it is very important for you to understand your role, what is being taught at your camp and how to best help the cheerleaders progress and grow.

RESPONSIBILITIES OVERVIEW

Head of Stunt Class

- Sets the class order for each day and for the camp (along with the HI)
- Makes adjustments to the number of stunts taught as class progresses
- Kicks off the class each day and walks the class through each stunt with the help of Staff
- Communicates daily with the HI and lets them know how class is progressing, how the teams are doing and the overall view of the class
- Makes sure all the Staff knows what they are doing for each stunt taught and makes sure all skills are always ready to present

Talking Stunts

- This person's main job is to control the pace of the class while the stunt is being taught. It is important to have a strong understanding of the skills and to keep your class engaged
- Use the demos to teach the skill by staying close and pointing to specific things that they are demonstrating as they build the stunt
- Reference previous stunts while teaching whenever possible (progressions)
 - Teaching a basket toss and referencing the elevator straight up with pop cradle techniques

Demonstrating Stunts

When performing stunts, your main focus should not only be to hit the skill, but execute it with proper technique. Keep it natural, watch the pace of the skill while still exaggerating the movements for the cheerleaders to be able to clearly see what is happening with the grips, load ins, dismounts, etc.

- Communicate with the Head of your class and be sure you know which skills are coming next
- Stay on pace with the person talking the stunt (you should practice your skills for timing together)
- Perform the skills fairly close to the class to keep them engaged

Staff in Class but NOT in Skills

- Don't be a distraction to what is being taught by talking to other Staff or making eye contact with your little brother/sister squad, etc...
- Be ready for the skill that is next if you are a demo/talker.

SAFETY

SAFETY is always our number one priority at UCE Camp. This is especially important to keep in mind during stunt class when the athletes are working on skills that they may or may not have ever performed before.

- Be active and focused when working with teams and understand all aspects of the skills.
- Spot stunts in the proper position when working with a team, even if skill has been perfected.
- Ask to see the required lead up skill before working with a group. (ex: If a stunt group says they are trying a straight up extension, have them show you an extension prep first)

Know the emergency plan for the camp

If there is an injury, the Staff and coach should stay with the injured person (if possible) and send someone else (a team member, or other instructor) to get the trainer. Once a trainer arrives, the Staff should help to refocus and possibly relocate the class if necessary. **TRY YOUR HARDEST TO REDIRECT ATTENTION AWAY FROM THE INJURY**

PSYCHOLOGICAL READINESS OF THE ATHLETE

The UCE Instructional Staff must be aware of any issues that may put a stunt group, individual or squad at risk of injury while at camp. The following is standard policy for working with groups and MUST to be followed at ALL times, at every camp, no matter what type. This will apply for squads at every skill level.

Questions to ask:

- How are you feeling today?
- Are you rested....did you get up early to travel to camp (1st day) or did you get plenty of rest last night?
- Are you having fun at camp so far?
- How was (insert previous meal here) ...did you get plenty to eat?
- What are you working on right now?
- Has this stunt group tried this skill before?
- Have you each done the part you are assigned before? Do you understand your part of the skill?
- Are all of you comfortable trying this with this stunt group?

What to do if you get an answer that is questionable:Ask additional questions based on the answer to get better idea:

1. "We did not get any sleep in the dorm last night" should be followed up with "How are you feeling now...tired, excited, energized, etc."?

If you feel anything is not right....find the coach and explain your concerns before allowing them to try a skill. The responsibility would shift to the coach and you will need to follow their requests moving forward.

When to ask:

Every time you work with a team/group for the 1st time that day in a stunt/pyramid/skill class

- Private coaching (along with checking which stunt class the squad's stunt groups have been in)
- In front of evaluation group before starting with evaluations
Once you have worked with a group for the 1st time that day, you do not need to continue checking all the psychological readiness information but you DO STILL need to ask about the knowledge of skill being done and has this group done it before?

ATHLETES' SPOTTING SEMINAR

Class Objectives: To teach/remind teams how to effectively spot one another before they begin partner stunting.

There are 3 types of spotting: GENERAL, HANDS ON, and THE BEAR HUG

General: General spotters may not always touch the stunt, but they are aware and are in the back corner paying attention to the skill that is being performed and they are ready to catch the top girl or bases no matter what.

Hands On Spotting: With Hands on spotting, as a staffer you always have one hand on the stunt, making sure that it is stable and secure. The backspot is also a hands on spotter at prep level. But you always want extra hands to be ready to catch when needed.

The Bear Hug: This is a type of catch that you perform when you let go of the topgirl's feet. It allows her body to come straight down and you will grip her body, catching around her waist, with your head in the back of her body closer to her shoulder blades so you as a spotter don't get elbowed or hit in the head. ▪ As spotter slows top person to the ground they should be lifting up.

Where to stand during spotting? You are a general spotter that ALWAYS stands in the back corner of the stunt, THE ONLY EXCEPTION is dependent upon the skill (ex. Full Up, Back Handspring Up) you will stand potentially in the front then move to the back.

Class Preparation (Skills the Staff should have ready to demonstrate and discuss):

- 3 types of spotting
- Double Base Thigh Stand or Prep (w/ "bear hug" catch)
- Qualifying stunt class skills
- Cradle from an extension - (basket qualification only)

How to bring down a stunt safely:

- If a stunt is NOT going to hit, bases should always let go of the top person's feet and catch her body. The longer the bases hold her feet, the greater the chances that no one will catch her.
- Demonstrate what cheerleaders should NOT do – Staff should demonstrate an extension or liberty in which the bases hold onto the feet and an additional spotter catches her body.
- Then, demonstrate what cheerleaders should do – Staff should demonstrate an extension or liberty in which the bases release the feet and catch the top girl's body as she falls straight in between them. **How to cradle and protect the head and shoulders**

- Watch the top and anticipate where they are going (watch the hips)...do not let the top person go back over top of 3rd persons head, 3rd person in the back scoops head and shoulder
- Top person must protect herself by staying tight through trunk of body (don't let legs flop down) and keeping shoulders up some during cradle motion (do not let head get lower than feet)
- Top girls should also keep weight through arms (catch yourself) and do not come into the cradle loose. w the difference between general versus hands on spotting, the "bear hug," when to let go of the feet, etc.

Intro to Rules:

What stunts require a spot?

Generally speaking, **most** prep level stunts and below do NOT require a spot.

- This includes thigh level, shoulder sits, shoulders stands and double base preps
- An exception to this rule is a single base prep level stunt, also just known as "hands" or a "one-man." A spotter for this stunt is not required to touch the stunt, but can NOT be holding a prop. If a problem should occur, the spot must have both hands free to assist
- All extended stunts require an additional spot. Remember, a spot does not have to touch the stunt. he/ she can be near enough to assist if a fall should occur. If he/she touches the stunt, contact can NOT include touching the bottoms of the shoes of the top. This would mean the spot has now become a base and an ADDITIONAL spotter must be put in place.

Demonstrations:

Double Based Prep

- Show a prep with a back holding on to ankles. Is this legal? Yes.
- Now have the back let go. Is this legal? Yes.
- Now have the back walk away completely. Is this legal? Yes.
- Now have the spotter hold a sign and hand it to the top. Is this legal? Yes.
- Drive home the fact that double base preps do NOT require a spot so there really isn't much they can't do.

Extended Double Base

- Show an extension with back on ankles/wrists. Is this legal? Yes.
- Show an extension with a spot not touching at all. Is this legal? Yes.
- Show an extension with spot putting hands on soles of shoe between bases hands. You will see this puts the spot more under the stunt. Is this legal? No. Unless another spot is put in place behind.

Single Base

- Show a “hands” with no spot. Is this legal? No.
- Show hands with spot standing behind. Is this legal? Yes.
- Show hands with spot touching ankles/wrists. Is this legal? Yes.
- Show hands with spot coming in to assist under the feet. Is this legal? Yes. Remember, once two people are under the foot at shoulder level, it’s a double base prep. No spotter required.
- Show hands with spot holding a sign to give to top. Is this legal? No. If someone is handing up a sign, then an ADDITIONAL spot is required until the handoff is made.

Extended Single Base

- Show a single base extension with no spot. Is this legal? No.
- Show with spot at ankles/wrists. Is this legal? Yes.
- Show with spotter in place, but not touching. Is this legal? Yes.
- Show with spotter assisting under sole of shoe. Is this legal? No. Unless another spot is put in place behind. (No longer a single base stunt)

STUNT QUALIFICATION

The objective of the qualification for stunt class is to ensure each stunt group is placed in the appropriate class according to their skill level. Following the Safety Awareness Test, the head of the class will explain each Stunt Class and "How to Qualify" then break the group. As you see the athletes perform the required skill with confidence, you can allow them to sit down and join the class. Stunt groups that are not qualified to attend the class should be asked to move to a different class. It is okay to have the same squad in different classes as long as the coach is present / watching all groups.

BEGINNER/INTERMEDIATE QUALIFICATIONS

Beginner: None

Intermediate double base prep. Class Goal Develop an understanding of basic stunt and spotting technique. Skills taught will include the following: double base prep, different ways to get to extensions, low level inversion skills, possible beginning drills/skills for spinning.

INTERMEDIATE/ADVANCED QUALIFICATIONS

Intermediate/Advanced Press Extension

Advanced straight up extension. Goal continue to build off basic techniques from beginner/intermediate class. Skills taught will include the following: twisting dismounts, transitions into extensions, one leg extended skills and inversions off the floor.

ELITE QUALIFICATIONS

Elite Ground up liberty w/ pop cradle or full twist (360) to load.

Goal This class will move through a progression of stunts, but will do so faster than in the other classes. Skills taught will include the following: quick toss technique, multiple body positions in extended stunts, single base skills, spinning load skills and inversions at prep level and passing through extended level.

SUPER ELITE QUALIFICATION

Masters/Stunt Camps*

Full up and released inversion to the top

Goal Full up and released inversion to the top. Class Goal - This class will go through progressions, but will do so faster than other classes. Skills taught will include the following: spinning and switching skills, released inversions to extended level, including body positions as well as spinning

Stunt Progressions

Beginner to Intermediate		
<p><u>Double base thigh</u> Entries/Dismounts -Step up/walk in -Jump in -J-up -Peg Leg -Quick toss</p> <p><u>Single base thigh</u> Entries/Dismounts -Step up to platform -Step up/walk into liberty Variations -Body position -Switch up on thigh</p> <p><u>Shoulder straddle</u> Entries -Step up -J-up -Pick up (from ground and overhead w/assist) -From handstand -From thigh stand -From hang drill Dismounts -Off the front -Bend & drop Transitions -To load position -To double base prep</p>	<p><u>Hang drill (*)</u> Entries -Jump in</p> <p><u>Double Base Prep</u> Entries -Pick up with post -Hang n' go -Jump in -J-up -Quick toss -Stair step (<i>optional hitch</i>) Dismounts -Walk off (grab hands) -Bump down -Cradle -J down -Pop down -Prone dismount w/ forward roll Transitions/Variations -Double base thigh to prep (w/low teddy) -Teddy bear to prep -Single leg in load w/switch up -Load/Basket grip release to Prep Level Flatback (knees up or L position)*</p> <p><u>OPTIONAL:</u> Shoulder Stands -Pickup base/post -Low back step up</p>	<p><u>Preperty</u> -Show w/ brace (optional) -Try on each leg -Tick Tock -Tick Tock to thigh</p> <p><u>Extensions</u> -Press extension -Bump and go -Show and go -Straight up -Stairstep</p> <p><u>Inversions</u> -Invert on thighs -Shoulder invert from load -Vault over post -Suspended forward roll from load position -Baja -Round off to load (connected) -Roll up to shoulder straddle</p> <p><u>Spinning Skills</u> -1/2 turn to thigh; then to load -1/4 up -1/2 in</p> <p><u>Other transitions</u> -Knee baskets to prep/extension -Flatback at prep release to load position -Show and go (w/ kick visual)</p>
Intermediate to Advanced Class		
Press extension for IME/ADV; Straight up – Extension for Advanced		
<p><u>Hang drill technique review (*)</u> Entries -Jump in</p> <p><u>Double Base Prep/Extension</u> Entries -Jump in -J-up -Quick toss -Stair step -Press extension</p>	<p><u>Single leg</u> -Liberty -Body Positions Entries -Step in -Walk in -J up -Stairstep Dismounts -Bump down -Cradle</p>	<p><u>Switch ups</u> -Release to prep -Release to extension (<i>with ball-up</i>) -Release to preperty -Release to ext liberty (<i>can use brace</i>) -1/2 around</p> <p><u>Single base</u> Entries</p>

Stunt Progressions

<ul style="list-style-type: none"> -Bump and go -Show and go -Straight up <p>Dismounts</p> <ul style="list-style-type: none"> -Bump down -Cradle (w/ half turn[non-release]) -Full down -J down -Pop off -Prone dismount w/ forward roll <p>Twisting skills</p> <ul style="list-style-type: none"> -1/2 in -Modified full up -360 to load -360 to prep/ext 	<ul style="list-style-type: none"> -J down -Pop down -Full down <p>Transitions</p> <ul style="list-style-type: none"> -Retakes -Reloads -Preperty tick-tock - Low to High Tick-Tock -Half turn teddy bear, prep level and extended (trans to load/prep) -Corkscrew to load or J-down -Teddy bear corkscrew -Load/Basket grip release to prep -Flatback Release to load/prep -Up and over -1/2 in up and over -Side cartwheel out (with and without hands on ground) -Load/Basket grip release w/ball up to prep -Load/Basket grip ½ around release to prep -Load/Basket grip release to extended -Load/Basket grip release to extended Flatback* 	<ul style="list-style-type: none"> -Walk in <p>Dismounts</p> <ul style="list-style-type: none"> -Bump down -J down -Pop down <p>Inversions</p> <ul style="list-style-type: none"> -Baja -Load to shoulder level inversion (pop to ground, cradle, or load) -Round off to load/prep (non-released/released) -Yo Yo technique -Front handspring to load/prep -Release from cradle position (back spot in contact) landing inverted at shoulders -Backward suspended roll -Invert Release to load, from pushup -Ball back with ¼ back roll to load in
<p>Elite Class</p> <p>Ground up liberty and 360 to load to qualify</p>		
<p>Double Base Extension</p> <p>Entries</p> <ul style="list-style-type: none"> -Jump in -J-up -Quick toss -Show and go <p>Dismounts</p> <ul style="list-style-type: none"> -Bump down -Cradle (w/ half turn[non-release]) -Full down -J down -Pop off -Prone dismount w/ forward roll <p>Single leg</p> <ul style="list-style-type: none"> -Liberty -Body Positions <p>Entries</p> <ul style="list-style-type: none"> -Step in -Walk in -J up <p>Dismounts</p> <ul style="list-style-type: none"> -Bump down -Cradle -J down 	<p>Release skills</p> <ul style="list-style-type: none"> -Load/Basket grip release to extended -Load/Basket grip release w/ ball up to extended -1/2 turn switch up -Load/Basket grip release full up to extended -Load/Basket grip release ½ twist to extended prone* -Full up switch up -Prep facing back, release half turn to front -Flatback/Ball Back Release to extended position -High to high tick tock -Prep full around (release) -Low to high tick tock full around <p>Single base</p> <p>Entries</p> <ul style="list-style-type: none"> -J up/walk in -1/2 in -Full up <p>Dismounts</p> <ul style="list-style-type: none"> -Bump down 	<p>Spinning skills</p> <ul style="list-style-type: none"> -360 technique to load -360 to prep/extension -J-up 360 load/prep/extension -Quick toss 360 load & full up -Hands full around -1.5 to prep/ext -High to high full around -Double up -Double Dragon – Low to High <p>Inversions</p> <ul style="list-style-type: none"> -Baja w/twist (aka Baja Blast) -Non-release round-off with ½ turn -Back handspring to load/prep/extended -Non-release front handspring up -Back extension roll to shoulder invert pop to top -Hand in hand to load/prep/extended -Release inversions with ¼ turn (from prep or ground)

Stunt Progressions

<ul style="list-style-type: none"> -Pop off -Full down -Full down w/ ¼ turn from arabesque 	<ul style="list-style-type: none"> -J toss -Pop off -Corkscrew Transitions -Waterfall -Corkscrew (to load or J toss) -Falling Angel -Pancake (optional: single leg) -Side cartwheel out (<i>with and without hands on ground</i>) 	<ul style="list-style-type: none"> -BHS Full to Load*
<p>Super Elite Class Switch up and 360 to extension to qualify</p>		
<p>Spinning Skills</p> <ul style="list-style-type: none"> -Full up immediate lib/stretch -J-up full up -Quick toss full up -1.5 up to platform/lib -Hands full around -High to high full around to platform to platform, platform to lib -Hands 1.5 full around -Double up -Low to high lib to lib full around -High to high lib to lib -Hands double around -Double Dragon <p>Release Skills</p> <ul style="list-style-type: none"> -Flatback/Ball Back release to ext -Load/Basket grip ball-full release to extended -Single based switch up (show regular single base as progression) -Low to high tick tock lib/stretch -High to high tick tock -1/2 up switch up stretch -Low to high tick tock with ¼ turn to arabesque -Stretch to Stretch tick tock -Low to high tick tock body position to body position -High to high tick tock with ¼ turn -Full up switch up tick tock -Low to high tick tock full around 	<p>Inversions</p> <ul style="list-style-type: none"> -Release from cradle position (back spot in contact) landing inverted at shoulders -Non-release round-off to extended -Non-release back handspring to extended -Shoulder level invert release to prep/extended -Round off prep/extended w/release -Non-release front handspring up -Back handspring to prep/extended/single leg -Back extension roll to prep/extended -Non-release round off full up -Non release front handspring 1.5 full -Hand in hand to prep/extended -BHS Full to Load* -Cartwheel up -Flip Flop -Diamodov -FHS with ½* -Front Aerial (w/ no twist & ½ twist)* -BSH Full Up* 	<p>Transitions</p> <ul style="list-style-type: none"> -Pancake with 2 legs and 1 leg -Falling Angel -Kick full from load to cradle with bases turning <p>Single base</p> <ul style="list-style-type: none"> -J up/walk in (show single leg) -1/2 in -Full up

Coed Class

Non-release:	Releases	Inversions:
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Stunt Progressions

<ul style="list-style-type: none"> - Shoulder sit -Purdue up to shoulder stand -Walk-in chair with post -Walk-in chair -Walk-in hands with post -J-Up to hands -Chair to hands -Peg leg to hands (assisted) -Walk-in hands (press extension) -Walk-in extension -Peg leg to hands (unassisted) -Walk-in "full up" (males make ½ turn) -Retake variations -Walk in to single leg 	<ul style="list-style-type: none"> -Toss chair -Toss hands (press extension) -Toss hands pop/walk to shoulder stand -Toss hands, bump and go -Toss hands press lib/stretch/cupie -Toss extension -Toss hands, bump and go lib -Multi-based switch up (throw & one person catches) -Toss platform -Toss lib and other body positions -Toss torch -Low to high tick tock -Drop toss -Walk-in reverse hands -Ball up stunts -Full up stunts -Hands full around -High to High full around -High to hick tick tock -Cartwheel up -Back handspring/round off up Dismounts: -Pop down -Cradle dismount -3/4 cradle dismount/reload -Cradle reload toss to stunt -Full down cradle -Twist dismount to feet -Cartwheel dismount -Cradle barrel roll to feet -Straddle catch to forward roll 	<ul style="list-style-type: none"> -Round off to hands/extension (assisted/unassisted) -Back handspring up to hands/extension (assisted/unassisted) -Front walk over to hands/extension (assisted/unassisted) -Hand in hand to hands/extension (assisted/unassisted from Purdue up, from back, or from back ext roll up) <p style="text-align: center;"><i>Note: inversion caught at prep level or above cannot twist at all.</i></p>
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Basket Progressions

Beginning Baskets:

Lead Up Skills:

- Straight Up Double Base Extensions
- Pop Cradle Dismounts

Drills to Begin Doing Baskets:

- Show and Go on Basket (Back Spot holds ankles)
- Straight Ride/Timer

Non-Twisting Skills:

- Front Kick
- Toe Touch
- Ball/X-out
- Kick-Kick

Advanced Baskets:

Drills to Begin Spinning Baskets:

Twisting Drill into Basket

Twisting Skills:

¼ turn

½ turn

Full Twist

(Twist refers to the way the basket faces as it throws, with a cradle to the front as the ending position.)

Elite Baskets:

Combination Skills:

Kick ¼ turn

Kick-Kick ¼ turn

Kick Full

Kick Full with ¼ turn

Full Twist to Toe Touch

Kick-Kick Full

**This curriculum is a general guideline to follow for each individual class. Skills may need to be adjusted for participants depending on the size and ability of each class. Always follow progressions when teaching.*

	DEFINITION:	WHO CAN BRACE?	ADDITIONAL RULES/RESTRICTIONS
NON-RELEASE (including inversions)	- Any connection of stunts in which the top person(s) remain in contact with the bases.	- Any non-released stunt can brace another non-released stunt.	- Inverted stunts must have two bases or a base with a spotter. If extended stunts brace one another the connection must NOT be hand to foot/leg.
RELEASE (including inversions)	- Any connection of stunts in which the top person(s) comes out of contact with original bases while maintaining contact with a brace. - This includes stunts where the top "passes through" the inversion before the release. (typically demonstrated by bases supporting shoulders through the inversion)	- At least one stunt at prep level or below. If at prep level, the top must have two bases or one base with a spotter.	- Connection between top and bracer(s) can be any type of connection...hand to hand, hand to foot, hand to waist, etc. -Regardless of connection all normal release rules apply (what top can land in, top ¼ turn around bracer, go to new bases, ect) -Release and catch is limited to 1/4 turn around the bracing group. - Top can be caught by new bases as long as they are in place and close to original bases before the release, and not involved in another skill.
BRACED ROLL	- Any connection in which the top person completes a "flip" or other inverted transition while maintaining contact with at least one person on the ground. - Connection can be hand to hand/arm, hand to ankle/foot, etc	- At least one stunt at prep level or below. If at prep level, the top must have two bases or one base with a spotter.	- The inverted top person must have two bases or a bases and a spotter.
BRACED FLIP	- Any connection in which the top person completes an inverted transition (flip) while maintaining contact with at least one brace.	- MUST be a full prep group with two bases and a spotter throughout braced flip visual. Cannot start in load position and stand up with top as they go into flipping motion.	- If braced by one group, both the top AND the brace must maintain contact with BOTH hands. - Must be three people involved in toss and catch (not all have to make contact, but must be in position to protect); if not original bases must meet requirements for other release. - Limited to 1 1/4 rotations and a 1 twisting rotation. Top cannot be behind brace(s). Top cannot land in an inverted position. -Top during braced flip can rotate ¼ turn around bracer

The Importance of Spotting

Teaching stunts is done most effectively when the instructor is in close proximity to the athletes. Not only does this provide a vantage point to observe technique and form, it allows the instructor to assist the bases in guiding their top person back to the performing surface in a controlled manner. We call this type of assistance “spotting,” and a spotter’s primary purpose is to prevent injury to the head, neck, and shoulder area. Spotting is a learned technique, and is not instinctive, as our natural reaction is to move away from something that is falling toward us. Therefore, effective spotting must be learned through repetition of actively touching stunts throughout the entire movement, until completion. This does not necessarily mean that a spotter should prevent the top from landing on the surface entirely, but rather that he or she helps to align the top into the safest possible position. Repetition allows for all members of a program, regardless of physical build, to become effective spotters.

- Remind coaches that stunt class began with a review of effective spotting techniques including hands on, general, bear hug, and “how to fall.”
- Hands on spotting should be used when learning a skill. General spotting can be utilized once skills are mastered, and spotting position will be determined by skill type.
- If a stunt REQUIRES a spot, it is not specified if it must be hands on or general, only that the spotter is in place to protect the head, neck, and shoulders of the top person. This means a spotter must not be under the foot of a top person, since this would actually make them a base. A spotter can NOT have hands behind back and can NOT be holding any type of prop, like a sign or pom.

Coaches Stunt Workshop – Stunt Technique in Progression

Type of Stunt	Bases	Top	Spot	Accompanying Demonstration
<p>Loading Position – Jump In</p> <p>Loading Position – Walk In</p> <p>Pick-up Technique</p>	<p>Feet shoulder width apart, with a slight bend in knee.</p> <p>Shoulders in line with hips, not leaning.</p> <p>Open hands with fingers forward.</p> <p>Tension in body ready to support weight.</p> <p>Feet too wide = NO SUPPORT</p> <p>If walk-in, one base prepares to grab lead foot, while the other places the back hand in between the hands, and the front hand, palm down on the wrist.</p> <p>Low position, hands under feet, shoulders over hips. Post: Hands close, arms up ready to support weight.</p>	<p>Jump off ground; explosive power.</p> <p>Weight in arms, resisting to place feet lightly in hands.</p> <p>Hips in line with shoulders.</p> <p>Feet shoulder with apart.</p> <p>If walk-in, use a step up approach to explode off ground into hang position.</p> <p>Lead foot comes up and goes to one base, while other foot taps ground.</p> <p>Grab hands of post. Weight more in balls of feet, than heels.</p>	<p>Guide top, do not overcompensate.</p> <p>Quick hands to ankles to help support.</p> <p>Lift as a third base, but never compromise position of being behind top for protection.</p> <p>If walk-in, follow timing of top and then grab one ankle and under seat.</p> <p>If not doubling as post, start low and begin with hands on ankles.</p>	<p>Jump into Hang Drill –</p> <p>Top must demonstrate ability to hold body position without excessive support from bases/spot.</p> <p>Bases should not move excessively or have to hold feet to maintain position.</p> <p>Walk into Hang Drill – be sure to fully demonstrate grip difference.</p> <p>Pick up Position –</p> <p>Post’s arms do not buckle. Top does not appear too piked because weight is in heels.</p>
<p>Prep</p> <p>Pick-up to Prep</p>	<p>Dip together and use legs and a fast shoulder shrug to generate force. Goal is “weightlessness” in order to execute grip change to create a platform. (If walk-in, secondary base assists with lead foot and then catches other foot high and resists.)</p> <p>Feet remain shoulder width apart with very little additional movement.</p> <p>Too wide = NO POWER</p> <p>Keep shoulders over hips and stand in one motion, avoiding locking legs while still bent at waist.</p>	<p>Maintain position as bases dip, lifting shoulders and gradually locking legs to aid in weightlessness, not pushing down on bases. (If walk-in, keep weight over lead foot with no weight in other foot during the tap).</p> <p>Feet remain shoulder width apart. Very important for walk-in to allow for foot to be caught.</p> <p>Jump with power off ground/bases’ hands. Transfer weight into arms and pike at waist to allow hips to go up</p>	<p>Follow timing of bases and aid in adjusting if timing is off.</p> <p>React and help correct if uneven.</p> <p>Continue to lift up on ankles.</p> <p>Stay in position to protect.</p>	<p>Jump with feet more than shoulder width apart and then at shoulder width to show difference</p> <p>Sponge toss. Bases only use legs and shoulders, keeping hands at waist level. Catch in cradle.</p> <p>Hang drill up to prep.</p> <p>Jump-in to prep.</p> <p>Walk-in to prep.</p> <p>Pick up to prep.</p> <p>(Why is this important?)</p> <p>Increasing popularity of</p>

Press Extension from Prep	Dip and generate force with legs. Lock and arms and legs at same time to avoid stall and having to really "press." Shrug shoulders in all overhead stunts, arms close to head. Too wide = NO MOBILITY in reacting to weight shifts	while maintaining contact with post. Feet remain shoulder width apart. Maintain locked legs and "hollow" position. Resist arching or over-rounding of shoulders. Lift with shoulders. Feet remain shoulder width apart	one motion, avoiding locking legs while still bent at waist. Dip and generate force with legs. Lock and arms and legs at same time to avoid stall and having to really "press." Shrug shoulders in all overhead stunts, arms close to head. Stay in contact with ankles or adjust to wrists if height does not allow; stay in position to protect.	inversions. Handstand on basket, bajas, etc.) Press to extension from prep level. Straight Up Extension and Walk-in Extension to show progression as skills are mastered. (Emphasize the role of the spot driving hips up and show an example of when hips are slow.)
Dismount Technique	Same technique as for a press extension. Release feet at top and maintain position to make contact with top as high as possible. Provide resistance upon contact. Cradle: Arms out and close together, shoulders stay over hips to maintain body line and use legs, not back, for catch. Pop Down: Keep hands high and ready to catch on thighs. Keep shoulders over hips as lowering down to prevent from bending over. If dismount from extended level, arms stay locked throughout the dip and release. Utilize timing of walk-in approach.	Feet stay shoulder with apart and knees locked throughout dip and release. Lift shoulders to maximize height. Cradle: Pike toward a "V" position, with arms out to catch around bases. Strive to maintain V even once caught. Pop Down: Prepare to land on balls of feet and absorb. Grab and transfer weight into wrists of spot once contact is made.	Same technique as for a press extension. Release feet at top and maintain position to make contact as high as possible. Resist up contact. Cradle: Catch top under arms by providing a "scoop" with forearms. Protect head/neck/shoulders. Pop Down: Keep hands high and grab at waist. Resist up on contact.	Cradle from Prep Cradle from Extension Pop Down from Prep Pop Down from Extension Include improper cradles from extension to show lack of height if bases relax shoulders.
Single leg skills (Liberty and Heel Stretch)	Stay close together, facing one another, and keep weight centered rather than too far over the main base. Be sure all grips assist with lifting UP on stunt. (i.e. shorter base should not use "hamburger" grip.)	Lift shoulders and lock leg as in walk-in approach. Hit body position at the top. Liberty. Lift knee high, keeping hips tucked under and foot close, not dangling Stretch. Lift leg slightly forward to prevent hips from opening. Grab foot in middle of shoe or at heel, point toe. (Note: flexibility should be assessed on ground before attempting skill.)	Use walk-in approach and lift up on top's ankle with both hands once in position. Be aware of any weight shifts and help to prevent traveling. Remain slightly behind stunt to clearly see top's hips and shoulders.	Walk-in Preperty / Liberty / Heel Stretch (include demo of bases not shrugging shoulders at top) Walk-in Liberty braced by a prep to give an option for learning skill. Walk-in Arabesque. Explain body position. Chest up, hips not too open, leg parallel. Bases will fell more weight in toe.

<p>Spinning Skills (360's and Full ups)</p>	<p>Main base change grip to front hand fingers facing body and grip toe. Dip and generate speed toward extended level before dropping elbow to initiate spin. Be quick with left hand to regain contact with heel and adjust load position or lock out for extension.</p> <p>Secondary base dip, shrug, and release foot. Be aggressive to grab foot again to stop the spin and provide support into loading position or stunt.</p>	<p>Lift shoulders and stand BEFORE spinning. Control spin to stay in line with hips and between bases to avoid traveling. Keep feet close together with weight over main foot. Avoid trying to give other foot to secondary base.</p> <p>If coming back to load, slightly bend knees when close enough to reach bases' shoulders. Transfer weight to arms. If going to a stunt, continue to lift shoulders with legs locked and feet close together.</p>	<p>Dip, shrug, and release both ankles to allow room for spin. Be aggressive to grab both ankles again to stop the spin and provide support into loading position or stunt.</p> <p>If coming back to load, can adjust one hand back to seat to support hips on way down. If going to a stunt, continue to lift through ankles and stay in a position to protect.</p>	<p>Review the shrug-toss drill to show importance of speed for this skill.</p> <ul style="list-style-type: none"> • 360 to Load • Full up to Prep • Full up to Extension <p>Modified Full up (be prepared to show in case it is requested. Explain that we do teach it, but not when discussing progressions because it is not a lead up skill to something else).</p>
<p>Low Level Inversions (from ground or low level stunt)</p>	<p>Support top in inverted position, either on ground or in stunt, to remain vertical and in line with stunt.</p> <p>Dip and generate force to project top UP, but not always in direction of stunt as the act of becoming right-side-up can compensate. Catch high and be aggressive in catching in intended position.</p>	<p>Demonstrate ability to hold handstand before attempting skills.</p> <p>Keep arms locked throughout transition and maintain "hollow" body position, allowing bases to apply force.</p> <p>Lift shoulders to assist with upward motion, allowing bases to position you.</p>	<p>Support top in inverted position, either on ground or in stunt, to remain vertical and in line with stunt.</p> <p>Dip and generate force to project top UP, but not always in direction of stunt as the act of becoming right-side-up can compensate.</p> <p>Catch high and be aggressive in catching in intended position. Always be in position to support at the trunk of top to protect head/neck/shoulder area</p>	<p>Handstand on the ground</p> <p>Handstand to Shoulder Straddle</p> <p>Invert release to load (options)</p> <ul style="list-style-type: none"> • Cartwheel on basket with release • Push up position with ¾ rotation <p>Handstand on double base thigh</p> <p>Handstand on basket and transition to load</p>
<p>Shoulder level Inversions</p>	<p>Resist top while inverted by supporting hands or shoulders and helping to maintain vertical line. If holding shoulder with one hand, the back hand provides balance. Maintain bodyline to be in a position to dip and generate power for the transition.</p>	<p>If hand-in-hand stunt, keep arms locked throughout transition; maintain "hollow" body position and lift shoulders, allowing bases to "pop". If hands on shoulders, push off after dip. Avoid piking to snap feet down.</p>	<p>Provide support and balance while inverted, usually at the hips. Maintain bodyline to be in a position to dip and generate power for the transition. Always be in position to protect h/n/s.</p>	<p>Shoulder level inversion to load.</p> <p>Shoulder level inversion to prep.</p>

BEGINNER SAMPLE STUNT LIST**DAY 1:**

STEP UP DRILL- SHOULDER SIT JUMP IN TO THIGH
STAND
J-UP TO THIGH STAND
QUICK TOSS TO THIGH STAND

PICK UP TO PREP
THIGH STAND TO PREP
PREP
SHOULDER STRADDLE TO PREP

INVERT TO THIGH STAND
ARM BAR TO LOAD
PRESS EXTENSION
CRADLE

DAY 2:

J-UP TO PREP/ J- DOWN SHOW N GO
STAIR STEP
STEP UP PREP

1/4 UP
TEDDY
BUMP N GO
1/2 UP

PRONE
INVERT TO LOAD EXTENSION
PREPETY

DAY 3:

BASKET UP
CRADLE RE-LOAD
BAJA
FAUX SINGLE BASE

OPPOSITE LEG LIB
FULL DOWN
BALL BACK
CORKSCREW DOWN

MODIFIED FULL UP
QUICK TOSS
CONNECTED ROUND OFF UP TICK TOCK

ADVANCED SAMPLE STUNT LIST**DAY 1:**

STEP UP EXTENSION
J-UP
QUICK TOSS TO PREP/ POP OFF EXTENSION/ FULL
DOWN

1/2 UP
INVERT TO CRADLE
PREP TEDDY TO PREP

CONNECTED BASKET UP
360 TO LOAD
SHOULDER INVERT TO LOAD

DAY 2:

LIB
QUICK TOSS TO EXT
ROUND OFF TO LOAD

BAJA
PREPETY TIK TOK
FALLEN ANGEL
STAIR STEP LIB

BALL UP
SHOULDER INVERT TO PREP SWITCH UP
FULL UP

DAY 3:

PRONE- RELEASE TO LOAD FROM PUSH UP SINGLE
BASE
ARABESQUE WATERFALL
FLAT BACK TO PREP

QUICK TOSS LIB
BACKWARDS ROLL TO INVERT
HEEL STRETCH
CARTWHEEL OUT

BAJA BLAST
LOW TO HIGH TIK TOCK
LOW TO HIGH FULL AROUND
ROUND OFF-UP

ELITE SAMPLE STUNT LIST DAY 1:

STEP UP/ J-UP EXTENSION
LIBERTY ARABESQUE/ WATERFALL
QUICK TOSS- POP OFF
QUICK TOSS TO THIGH STAND

FULL UP - CORKSCREW
BAJA (BLAST)
SINGLE BASE EXTENSION
ARABESQUE FULL DOWN

SHOULDER INVERT TO EXTENSION
SWITCH UP
BALL UP

DAY 2:

FULL UP LIB
LOW TO HIGH SWITCH
ROUND OFF UP

PREP FACING BACK/ RELEASE HALF TURN
HALF UP SWITCH UP
SINGLE BASE LIB

BACK HANDSPRING UP
HANDS FULL AROUND/ HIGH TO HIGH FULL AROUND HAND IN HAND

DAY 3:

1 1/2 UP
DOUBLE UP
HIGH TO HIGH TICK TOK

SWITCH UP FULL UP
SINGLE BASE FULL UP
FLAT BACK TO EXTENSION

QUICK TOSS FULL UP
LOW TO HIGH TICK FULL AROUND FRONT HANDSPRING UP

Drills for Skills

Great exercises to do with teams that are still practicing social distancing, these drills will help build the muscles utilized while stunting. Although they are separated by stunt position, all of these drills can be done by anyone in the stunt group for foundational strength work.

Exercises for Any Stunting Position

Explosivity & Speed:

- Squat Jumps: slow & controlled on way down, fast jump up
- Bases mark hands from belly button to eyes

Core Strength:

- Plank/Side Plank
- Russian Twists
- Bicycles
- Shoulder Strength
- Straight arm shoulder shrugs above the head (bases can add shoe or weight)

Exercises Specific to Stunt Positions - Top Girl Specific Exercises

Exercises to Establish Lines/Standing Awareness:● (Weighted optional) Standing Up/Downs

- Establish pull up spot
- Calf Raises - 10 both, 10 each leg
- Body Position Awareness (square vs. not square) Stability:
- Grab both hands heel stretch (keep at hip level, push down on calf and hold), both legs

Core Exercises:

- V Ups
- Tuck Ups/Pike Ups (laying down, holding onto wall/shelf, pulling with shins)
- Plate/magazine on carpet or socks on hardwood floor pike pull ups
- Plank side hip dips

Shoulders:

- Bridge push ups
- Inversion to pushup position

- Walkovers
- Jumping Tuck/Pike up to handstand

Base/Backspot Exercises

Arm/Hand-Eye Coordination Exercises:

- Box arm series with squats to continue to build shoulder strength
- Triceps series
- Arm isolation presses
- Ball/Pillow throws and catches above the head

Core Exercises built around Stability:

- Slow Bicycles
- Plank Up Downs

Leg Exercises to build Strength and Speed:

- Alternating Lunge Jumps
- High Knee Side-to-Sides
- Pivot Squats
- Fast Feet Twists Back Strengthening Exercises:
- Supermans

Stretching Cool Down

- Butterfly
- Sitting Pike FF/Point Toes
- Sitting Straddle
- Arms Across
- Arms Backward
- Arms Overhead
- Roll out wrists/ankles
- Stretch Back (cat stretch & twists)

Timing Drills

Setting timing is something every team can work on even when they are not stunting. Timing ensures that stunts are clean and look purposeful. By going over timing using drills, you eliminate having to repeat actual stunts over and over just to get the small details synchronized. Use these timing drill suggestions to help every team look more polished and organized!

The Basics of Timing

- Establish your team's style (claps before setting, starting on 1 or 5, shrugs, etc.)

- Discuss your options
 - one-count vs two-count dipping
 - Talking about the teams preferred loading and dismount styles will help the overall cohesive look of the squad.
- **Motions while stunting**
 - Create a standard for when top girls hit motions in the air.
 - Talk about when top girls should NOT hit motions

Advanced/Personalized Timing -

These will be more specific to the team and skills for the year

- **Shadow Stunting**
 - This will be done with basic skills or the skills teams are already familiar with
 - Line up positions and “mark” basic stunts to eliminate confusion
 - Look for dip, hit, and dismount timing by position
 - This can be done with elite stunts as well including inverts.

For example: Angles and movements of super elite spinning stunts (pivoting around each other) Shrugs, squats, and swings for a back handspring up

- **Ready for Ripples**
 - Start with stunts that already have the style and technique established
 - Set counts and “mark” each stunt with its individual timing
 - Put it all together and look for dips, hits, and dismounts that match up. If they are synchronized,
this means the ripple was incorrect.
 - Make it fun! Playing with ripples and getting creative will be a fun way to make even the simplest
of stunts exciting.

Game Day Rules and Skill Restrictions

1. In between elements (spirit or rally time) kicks, jumps, tumbling are allowed. **Stunts are not allowed in-between elements.**
2. **In between elements teams must always return to the performing surface**
3. **Band Chant:** No skills allowed with exception of kicks or jumps
4. **Situational Sideline/Crowd Leading:** Incorporations are allowed but the skills are restricted (see below)
5. **Fight Song:** Incorp is allowed for a total of 3 continuous eight counts. If Fight Song repeats and incorp is used again...it must be repeated the same
6. Skill Restrictions for Game Day
 - a. No tosses (basket toss, sponge or elevator) are allowed
 - i. **Single base toss to stunt and Quick Toss to stunts are allowed**
 - b. No inversions allowed
 - c. No twisting released dismounts are allowed
 - d. No running tumbling allowed
 - e. Single leg stunts are limited to liberty or liberty hitch body position
 - f. **Standing tumbling limited to one skill and back tuck is most elite. Jump tumble (single skill) would be allowed**

Strength and Conditioning Class

There are so many ways to improve jump technique and flexibility. Remind the cheerleaders to stretch and conditions of ten, especially over the summer when they may not be practicing as often to continue to progress. Below are some examples of exercises you can do to improve jumps. Take a few minutes to demonstrate them to the teams and let them share tips if they have great suggestions on how to improve jumps or jump technique.

SQUAT JUMPS

Increases jumping power off the ground, while also strengthening the inner thighs - important for getting legs back together after hitting jumps.

- Open legs past shoulder-width, with knees pointed slightly out
- Sit into deep squat, keeping knees above ankles with chest up
- Jump off the ground, bringing legs together in the air
- Land back in the squat position

SEATED STRADDLE LEG LIFTS

Helpful in increasing hip flexor strength for jumps that involve lifting legs out to the side.

- Sit on the ground in a straddle (wide straddles increase difficulty)
- Place one hand on the ground in front of body and one hand on the ground behind
- Use hip flexor to lift leg off the ground
- Keep Chest Forward and try not to lean back
- Repeat on both sides
- For variation, try making forward and backward circles with leg lifts

V-UPS

Increases core and hip strength. Helpful for jumps that involve lifting legs forward.

- Lay down on back
- Lift legs and shoulders to 45 degrees off the ground into a hollow body position
- Use core to lift upper and lower body to meet at top
- Return to hollow body position

V-UPS WITH STRADDLE VARIATION

This variation will not only increase core and hip strength, but will also increase flexibility and awareness for toe touches.

- Start in a hollow body position
- Bring chest up and legs out (toe touch position)
- Arms should hit a T motion to mimic a toe touch

Team Up for St. Jude

Thank you in advance for doing your part to excite our teams and impact the lives of children fighting cancer and other catastrophic diseases at St. Jude Children's Research Hospital® and around the world. With help of summer camp instructors just like you, we have raised over \$7M for the kids of St. Jude since 2011.

First Mentee/Mentor Meeting

- Talk with campers about the Team Up for St. Jude program and encourage them to participate. The letters will be distributed that evening
- Find out who the captain is, and let them know they will be the "St. Jude Liaison" throughout camp
- Have cheerleaders bring addresses of friends and family after dinner. Reminder, cheerleaders must fill out **TWO (2) letters** each to be credentialed
- Pens will be provided by St. Jude

Talking Points for St. Jude

- Since 2011, Varsity Brands has raised over \$7 million dollars for St. Jude. This past fundraising year, we raised over a million dollars **just from Summer Camp Letters** with the support of cheerleading squads around the country!
- One of the most special things about St. Jude is that families never pay St. Jude for anything – ever! St. Jude provides everything – a place to live, medical care, food and transportation.
- It takes more than \$2 million to pay for a DAY at St. Jude and the majority of that is made possible through donations.
- Use the sample letter and easy to follow along steps in your ops manual to visually show how to complete the letters
- Distribute letters and pens in mentor groups and have cheerleaders fill out five (5) letters each. (**TWO (2) letters** must be filled out to be credentialed)
- You may be with your team at this time – let your squads know that they are to fill out the letters (HI or Assistant HI will be running the letter writing process)
- Collect completed letters once you return with your squad and give them their pins. Make sure you collect at least **TWO** per athlete for Credentialing
- Glance over the letters to ensure that they are completely filled out and legible (most importantly **their signature, the letter is completed in blue or black ink and their customer #** so we can track the donations)
- NOTE - If they have already pre-ordered and completed their letters back home, you can give them their St. Jude pins

Day Two Mentee/Mentor Meeting

Remind your team about the letters and see if they need any more. Keep communication open with captain about letters

Day Three Mentee/Mentor Meeting

- Collect additional Team Up letters.
- Turn in all letters to your Head Instructor to send back to the St. Jude office.

Final Day Awards

- Your HI will ask every cheerleader who participated to stand and be recognized.
- Remind them to check varsity.com for the fundraising results throughout the summer and fall. There will be prizes for the top fundraising teams including a grand prize visit to St. Jude in Memphis, TN for a Leadership Experience!
- Do your littles want to do more to help St. Jude? Encourage them to consider bringing Team Up to their schools by hosting a Game Day event. This is a weeklong spirit week benefiting St. Jude! Learn more

>> stjude.org/teamup

Team Up for St. Jude®

Spirited by Varsity

ST. JUDE FACTS

Instructions: Read these or play a game with athletes

- St. Jude treats patients from all 50 states and from around the world.
- Treatments developed at St. Jude have increased the childhood cancer survival rate from 20% to 80%.
- It costs nearly \$2M a day to run the hospital.
- Cost to St. Jude families is \$0 – they never receive a bill.
- Every dollar makes a difference - \$25 could provide one day of meals for a patient, \$50 could provide one bone marrow needle, and \$250 could provide one day of supplemental oxygen.

VARSITY SPIRIT + ST. JUDE

- Varsity Spirit is a proud partner of St. Jude Children's Research Hospital
- Because of cheerleader and dancers, like you, Varsity Spirit has raised more than \$12M for St. Jude
- Varsity Brands has made a 5 year, \$10M commitment to name an outdoor play deck for the kids of St. Jude!
- Through our partnership, the goal is to help the kids of St. Jude get back to the field or sidelines doing what they love - just like you!
- And because of supporters like you, families never receive a bill for treatment, travel, housing or food – so they can focus on helping their child live.

ST. JUDE AT SUMMER CAMP

As part of our mission of teaching ambassadorship in schools, every athlete is REQUIRED to fill out two St. Jude donation letters to be Varsity Spirit/ NFHS credentialed. Because of supporters like you, families never receive a bill for treatment, travel, housing or food – so they can focus on helping their child live.

1. Distribute letters

- A. Some teams may have already filled out letters prior to camp. Ask to see the St. Jude certificate from coach.
- B. Review Emma's story on the donation letter.

2. Facilitate filling out letters

- A. Refer to participant instruction sheet and use talking points above.
- B. Every athlete is REQUIRED to fill out 2 letters to be NFHS credentialed.
- C. Use blue or black ink only.
- D. Check that customer number is filled out.

3. Place letters in the FedEx envelope and take to FedEx or give to camp manager.

OPPORTUNITIES AFTER CAMP

- St. Jude Game Day
 1. **Bring the St. Jude missions back to their schools.**
 2. **Teams can register at stjude.org/teamup.** Once registered, they will receive a materials kit and support from St. Jude for their event.

UCE Non Overnight Camps

Home Camps (PVT)

- Hosted at the customers school for ONLY the cheerleaders at that school. Could be multiple teams: Varsity, JV, Jr High, etc.
- Participants typically return home in the evening. UCE Staff stay at hotel.
- Various schedule options to suit coach's/team's needs. 1, 2, 3, and 4 day options.
- Hours of camp depend on Camp Type.
 - Home camps will traditionally run from 9AM-4PM except for Day One which will run from 12PM-6PM.
 - If the Home Camp has an "AM" code your camp will start at 9AM on Day One.
- No Camp Manager
- **Home Camp - Stunt Camp (ST)**

This type of home camp is for the more advanced teams that want to concentrate on stunting. You will work a lot more with stunt technique as well as safety and spotting. There may be a little traditional material taught as well but that is determined by the coach based on their needs. This is in no way a camp you are expected to design a competition style routine.

Day Camps (CM CH)

- Hosted by a school or gym and open to registration from other schools.
- Participants may return home for the evening, or might use a nearby hotel. This is usually arranged by teams themselves, and UCE is not responsible for evening activities/hotel registration, etc.
- Gives flexibility of a Home Camp with the fun, energetic feel of an Overnight.
- Number of days varies. Typical hours are 9AM – 4PM, but can vary.
- Camp Manager dependent on total enrollment. If no Camp Manager, then Head Instructor will conduct registration/merchandise sales.

Home Camp Procedures

Note: Head Instructor will handle most items on the checklist, but all instructors should be aware of all procedures

ONE WEEKS Week Prior to Camp:

Verify hotel information.

NOTE: Alert your Staffing Director if you live close enough to stay at home.

If AM code, you will check in night before; if not, you will report to hotel after Day 1. Be sure to verify that check in and check out dates match your camp schedule.

If a confirmation code is not listed, alert your Staffing Director immediately.

If confirmation code is listed, call hotel to verify your reservation.

When calling the hotel to confirm your reservation, be sure to ask the hotel representative if they have a policy regarding the age of a person checking in, as some will require you to be 21 or even 25 years of age.

Alert your Staffing Director if this is an issue.

Check distance from hotel to school and let Staffing Director know of any issues, especially if your camp is NOT an AM code and you need hotel the night before.

- Contact other Staff members to plan where/when to meet, what to wear, what will be taught, etc.
- Call Coach to check in.

SAMPLE SCRIPT FOR HOME CAMP CHECK-IN

- Introduce yourself. "Hi, my name is _____, and I will be your Head Instructor for your UCE Home Camp on the dates of _____. I just wanted to see if this is a good time for us to confirm all the details so I can plan the best camp schedule for you and your team."
- Verify the following:
 - o Camp dates.
 - o Camp times. Be sure to note if AM camp or not and confirm start and end time for EACH day. If coach makes changes to AM or PM, contact Staffing Director since this could affect your hotel reservation.
- Camp type. camp location. (Could be a different facility than the actual school gym. Try to get an actual address for your GPS)
- Share with coach where you will be staying for the camp and see if he/she has any concerns.

- Confirm number of participants, including number of teams and number of coaches per team. Use the information available to you on the Staff Portal.
 - Get an overview of what camp goals are to help you plan the schedule.
 - How much material do they want to learn? Ask about mascot and colors and tailor material when teaching.
 - What is stunting ability level?
 - What is the surface where stunt class will be held?
 - Main purpose of camp: Prepare for games? Prepare for competition? Both?
 - Plan for camp “extras.” Does the coach want to do a Jump-Off? All-American? Formal Evaluations? Final Day Showcase?
 - How much emphasis can be placed on Team Building?
 - Will you have access to Gym or Stadium where you cheer games?
- NOTE: REVIEW COMPONENTS OF CREDENTIALING PROGRAM AND BE SURE COACH KNOWS WHICH PARTS CANNOT BE CHANGED/ELIMINATED.
- Ask coach if there are any themes for each day of camp, or any evening activities like pizza parties, movie nights, etc.
 - Verify if coach received Home Camp Supply Box AND St. Jude Letters (letters will arrive in separate box because the customer numbers are being pre-printed on them and sent from St. Jude directly).

○ Use the Staff site to verify tracking information to see where box was shipped. If not received, contact your Staffing Director immediately.

○ If yes, then have coach open box to review contents:

- ▪ Advisor Manual
- ▪ Squad Notebook
- ▪ Ribbons
- ▪ Special Event brochures
- ▪ St. Jude letters (Will arrive in separate box)
- ▪ St. Jude pins and pens

Reporting Day / Day One: Depending on if AM camp code or not

Prior to camp:

- Call hotel once more to be sure PAYMENT AUTHORIZATION was received so you are not asked to provide payment. If you are told that payment was not received, explain that the payment was FAXED ahead of time. (Have a credit card handy as a backup or in case one is required for “incidentals.”)
- Enter staff attendance/cars into payroll site.

- o Call/text Staffing Director to check in before camp begins (unless told otherwise)
- o Be sure to eat lunch and have a snack with you if it is not an AM camp since there will not be a full lunch break on Day 1.

Upon Arrival:

o o o

- Introduce yourself and the other UCE Staff who are working with you to the coach and team.
- Go through remaining contents of supply box.
- Review general schedule with coach including all the camp “extras” like Jump Off, All-American, Evaluations, Final Showcase, etc.
- Review the Registration Paperwork:
 - Collect release waiver forms
 - Squad Balance Sheet
 - Verify numbers and that payment is complete

At all Home Camps the UCE Staff will have to handle the Registration/Check-in process because there is no Camp Management Staff. Home Camp Coaches will get a packet in their Home Camp Box.

This packet will include:

1. Squad Invoice Sheet for each team attending camp
2. Camp Closeout Envelopes (there are “2”) One for Registration and one for Special Events.

1. Verify the following on each sheet (write any changes directly on the sheet):

- School name and school information.
- Squad Type (JR, JV, VAR, etc....)
- Contact Person Information.
- Participant numbers at camp.

*If changes are needed, please cross out old information and write in updated information directly on the

form. If no changes are needed, circle the information. Make sure the Coach signs off on any changes. If they add participants or advisors/coaches, you will need to calculate the new balance due. Call

your State Director or Staffing Directors for details.

For any drop in numbers, refunds are handled by the national office. Have the COACH call the main office

2. If a balance is due, contact your State Director / Staffing Director. Some may NOT want you to collect any payments.

- If they would like you to collect payment, write the name of the school/team and the Camp Name on the check or money order.
- If the team has a balance and they state they sent it already to the office, ask to get a copy of payment and attach to the Squad Balance Sheet. Also write on the Squad Balance Sheet that payment was sent to the office.
- DO NOT ACCEPT CASH!

3. If a team is reducing their number of participants you need to be sure the coach/advisor understands:

- If a team drops below the required number of “10” participants, they are now charged a PER TEAM FLAT RATE. There will be a cancelation fee associated with this.
- All refunds HAVE TO BE REQUESTED IN WRITING. Refund requests must be submitted in writing to the attention of the Registration Department in the National Office.
- Refund Requests must have the following information to be processed:
 - o Name of school, city and state
 - o Where they attended camp (name of university or high school etc...)
 - o Date of the camp
 - o Who the check needs to be made out to and where to mail the check
 - o Number of participants the refund needs to be made for (# of kids they cancelled from the camp)

National Office Mailing Address: The Urban Cheerleading Experience

Attn: Refunds / Registration

6745 Lenox Center Court, Suite 300 Memphis, TN 38115

o You, the HI, needs to sign the “written request” verifying the numbers and information is correct. If in doubt, write as much information on the Squad Balance Sheet as possible to help with accurate records.

o NOTE - Please contact your State Director if you are unsure of any of the payment / refund processes. Final Day of Camp:

o

- Check out of hotel BEFORE heading to camp. Ask for a receipt to make sure you were not charged if you put a personal card down.

- Include coach on handing out St Jude's Pins to those who turned in at least five letters.
(Two are required for Credentialing)
- Take a picture with the team to be used for Fall follow-up

SEND BACK THE FOLLOWING ITEMS IN YOUR HOME CAMP CLOSEOUT:

- Copy of Emergency Plan

Special Events:

- All-American judging sheets and selection sheet

St Jude:

- Collect completed letters (verify that they are completed correctly)
- If the extra letters have their customer numbers already printed on them, you can recycle them. Please keep the extra pins and pens and take them to your next Home Camp or return them in the close out packet.

Go directly to a FedEx drop box and return your packet.

- o Use Apple / Google maps or fedex.com to find the closest Dropbox or full service store nearest you. Take a picture of completed air bill before sending with the FedEx tracking number
- o Write number in back of your Ops Manual

HOTEL INFORMATION/HOTEL POLICY

ONE WEEK OUT FROM CAMP

CALL TO CONFIRM HOTEL INFORMATION (if applicable) – ONE WEEK IN ADVANCE

- Was CC authorization received?
 - If no, contact your staffing director.
- Ask hotel representative if they have a policy regarding the age of the person checking in, as some will require you to be 21 or even 25 years of age.
 - If yes, contact your staffing director.
- Check distance from hotel to school and let staffing director know of any issues, especially if your camp is NOT an AM code and you need the hotel the night before.
- Be sure to have the Conferma app downloaded so you can access your hotel reservations and accompanying CC authorization forms.

2 DAYS OUT FROM CAMP

IMPORTANT! Verify Hotel Information/Call Hotel – No later than 48 hours before check in!

- Call the hotel to verify your reservation and ask the following questions:
 - ✓ Do they have your reservation and confirm confirmation number
 - ✓ Do they have the Credit Card Authorization Form on file, confirm they can see the CC number. (It would have arrived via fax)
 - ✓ If you are under 21, confirm that you can check in
- If any of the above answer are NO, call your staffing director immediately during business hours M-F (9-5)

NOTE: Calling hotels in advance will save you time checking in!

REMINDERS:

- Alert your staffing director if you live close enough to stay at home.
 - If there are other people listed on the camp, confirm with them whether or not they need a hotel room.
- If AM session is noted in the Remarks section on the portal, you will check in night before, if not, you will report to hotel after Day 1 after camp is over. Be sure to verify that check in and check out dates match your camp schedule.
 - Check distance from hotel to location of the home camp
 - Be sure to check with home camp coach about hotel, location and distance, safety of area, etc.
 - For any issues with CC Authorization Form, Age Policy of hotel, or distance from hotel to facility for camp, contact your staffing director immediately. (Prior to the camp starting)
- If you are the In-charge Instructor, contact additional staff:
 - Send them camp schedule, reporting time/location, what you will be teaching, what to wear each day, etc.
 - Set up a group chat or a BAND group
- Reporting Day: (Prior to Camp)
 - Call hotel once more to confirm they have Credit Card Authorization Form. If you are told that payment was not received, explain that payment was FAXED ahead of time.
 - Call/Text Staffing Director to check in before camp begins (unless told otherwise)

HOTEL INFORMATION/HOTEL POLICY

- Be sure to eat lunch and have a snack with you (unless it is an AM camp) since there will be no lunch break on Day 1
- Follow detailed registration & payroll process as outlined on Staff Toolbox

HOTEL POLICY

The safety and comfort of our staff/judges is of importance to us at Varsity Spirit. Hotel rooms are provided for the convenience of our staff and judges when working and/or traveling to and from events.

Our policy is that all staff and judges will share a room, but will not be required to share a bed. Roommates can be requested, and every effort will be made to accommodate those requests. Requests for a roommate should be mutually agreed upon and requested in writing by the individuals wanting to identify a specific roommate. Please review the following policies and recommendations for all hotel stays.

Varsity Spirit Policies

- No visitors (other than staff/judges working the event) should be invited to your room.
- No family members should be invited to share your room while you are working an event.
- No smoking in non-smoking rooms. All fines will be assessed to the individual(s) assigned to the room.
- All staff/judges are expected to adhere to the Varsity Spirit Anti-Harassment and Discrimination Policy.
- All staff/judges are expected to abide by the Varsity Spirit Code of Conduct.

Follow All the Safety Practices and Policies for the Specific Hotel

- Familiarize yourself with the exits and evacuation routes.
- Do not prop doors open.
- Do not share keys.
- When ordering food, meet the delivery person in the lobby.
- Place valuables in a safe place.
- Do not open your door to unknown individuals.
- Do not place any personal identifying information on the outside of the door.

Be a Considerate Roommate

- Be considerate of your roommate on matters of room temperature, TV, lights, etc.
- Honor your roommate's schedule, which may be different from yours.
- Keep noise to a minimum.
- Keep visitors to a minimum and within reasonable hours.
- Keep your personal items in an orderly fashion and keep all shared spaces tidy.
- Don't share (borrow/use) items without permission.
- Dress appropriately. Be considerate of changing areas and others' level of comfort while dressing and undressing.

Please feel free to report any concerns or issues to your staffing director, judge coordinator, or the event director.

BEYOND U

TEAM BUILDING AND TRAINING

U THE TEAMMATE

1. What does team mean?
2. What part do you play on your team?
3. How do you support the team/support the coach?
4. How to handle criticism.
5. How do we handle disagreements with teammates and/or coach.
6. How do you handle negativity?
7. TEAM ACTIVITY

U THE ATHLETE

1. Physical Fitness: Flexibility, Strength and Conditioning plan
2. Stunt Training: USA Cheer progressions and safety rules
3. Emergency action plan
4. TEAM ACTIVITY

U THE LEADER

1. What makes a good/bad leader?
2. Who and how can a person be a leader?
3. How do you handle teammate leader disagreements (ex. with Captains or Seniors?)
4. How can we lead outside of cheerleading? School? Community? Family?
5. TEAM ACTIVITY

U OF THE FUTURE

1. Who do you want to be?
2. What are you going to do?
 - a. When you get home from camp?
 - b. After my season is over?
 - c. After the school year is over?
3. How to continue my education?
4. Tracking my progress and vision boards?
5. What are things to avoid that will slow you down?
6. TEAM ACTIVITY