

Season 24 Interest Meeting NtW ATHLETES

### **Meet the Owners: Shawn & Becky**



**High School Sweethearts** 



Married 24Years



#MyThreeSons









## **Meet the Directors:**



CheerForce Executive Director: Gaby Ruiz



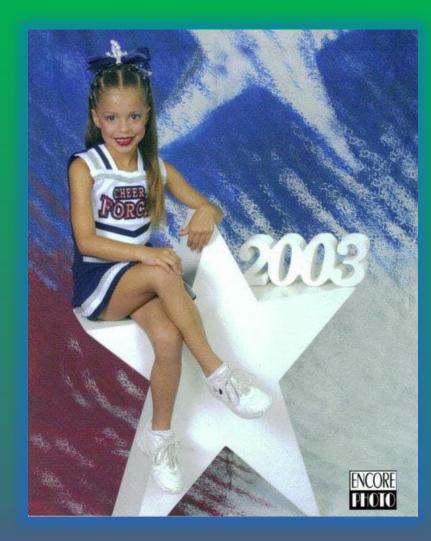
CheerForce <u>Tumbling Director</u>: John Cronin



CheerForce <u>Club Stunt Director</u>: Keri Ponce



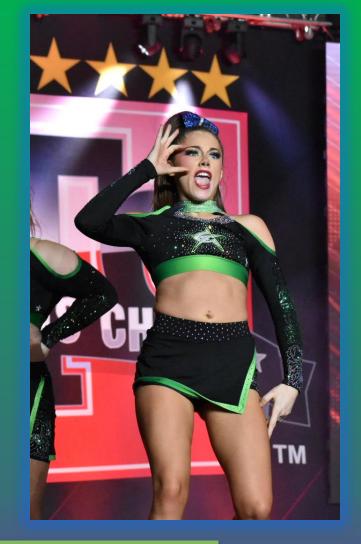
CheerForce Chief of Staff: Lacey Lipsky











# PROGRAM HISTORY

### Where We Began! 2001 14 athletes On grass, in the park



Where We Are! 2024 475+ athletes 19,000+ sq foot facility 3 spring floors 3 cheer floors



### CheerForce Simi Valley 2001-2024

- 23 Years of Community
- Original CheerForce Location
- Navy Blue -> Green and Black
- Thousands of Championship Titles
- 5 World Championship Titles
- 3 Locations across 2 States
- Family-Owned, Family Built

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- G2 20
- " My Why"

CheerForce USASF Member Gym Mandatory Annual Membership

150,00 Members

**Member:** Board of Directors

<u>Chair:</u> Connection Leaders

<u>USASF National Mtg:</u> Keynote Speaker / Class Presenter









### CheerForce Programs

- <u>Classes</u> \$75/month per class (*Effective APRIL 1, 2024*)
  - Beginning Cheer
  - Tumbling (all levels)
  - Flexibility, Body Lines
  - Jumps
- High School Training
- Private Lessons: \$40-\$60 / 30 min
- Competition Teams: prices vary
  - Team Member Benefit: <u>25%</u> discount on Classes





# CLASS

# PROGRAMS







### **BEGINNING CHEER** - NO EXPERIENCE NECESSARY, AGES 4-15YRS DESCRIPTION:

MOTION TECHNIQUE, JUMPS, STUNT

### **FLEXIBILITY**

- NO EXPERIENCE NECESSARY **DESCRIPTION:** DEEP STRETCHING TO IMPROVE OVERALL FLEXIBILITY FOR JUMPS, TUMBLING AND BODY LINES

### **BODY LINES**

- NO EXPERIENCE NECESSARY

DESCRIPTION: RECOMMENDED FOR FLYERS TO IMPROVE BALANCE, STRENGTH IN BODY LINES IMPROVE BALANCE, CONTROL AND

### JUMPS

**DESCRIPTION:** IMPROVE HEIGHT AND TECHNIQUE OF CHEER JUMPS

### **HIGH SCHOOL PREP**

**DESCRIPTION:** PREPARE SKILLS FOR HIGH SCHOOL TRYOUTS Seasonal Class Series



TUMBLING 3A & 3B

• STANDING BACK HANDSPRING, ROUND-OFF BACK HANDSPRING

NO EXPERIENCE NECESSARY

• FORWARD ROLL, BRIDGE

LEARN:

LEARN:

LEARN:

**ROUND-OFF** 

• TUCKS, PUNCH FRONT, AERIAL

**TUMBLING 4** PRE-REQUISITE: ROBH TUCK, RO TUCK LEARN: • STANDING TUCK, LAYOUT, FULL

PRE-REQUISITE: STANDING /RUNNING BACK HANDSPRING

LEARN:



# SUMMER CAMPS





# TEAM PROGRAMS





### **NOVICE COMPETITION CHEER**

- MODERATE OR NO EXPERIENCE REQUIRED **DESCRIPTION:** AGES 3-16YRS 1 PRACTICE/WEEK 6-MONTH PROGRAM (NOV-APR) 3 LOCAL COMPETITIONS

### PREP COMPETITION CHEER

- MODERATE OR NO EXPERIENCE REQUIRED **DESCRIPTION:** AGES 5-16YRS 1-2 PRACTICES/WEEK 9 -MONTH PROGRAM (SEPT-APR) 4-5 LOCAL COMPETITIONS

#### **PREP+ COMPETITION CHEER**

-EXPERIENCE RECOMMENDED **DESCRIPTION:** AGES 5-16YRS 1-2 PRACTICES/WEEK 12 -MONTH PROGRAM (JUNE-APR) 6-7 LOCAL COMPETITIONS

#### ELITE COMPETITION CHEER - EXPERIENCE RECOMMENDED

DESCRIPTION: AGES 6+YRS 2-3 PRACTICES/WEEK 11-MONTH PROGRAM (JUN-APR) 7-8 COMPETITIONS\* \*OUT OF STATE TRAVEL

### **CHEER ABILITIES**

- DESIGNED FOR ATHLETES WITH SPECIAL NEEDS **DESCRIPTION:** AGES 5+YRS 1 PRACTICE/WEEK 9-MONTH PROGRAM (SEPT-APR) 4-5 COMPETITIONS

### **CLUB STUNT**

- EXPERIENCE REQUIRED BASED ON AGE GROUP DESCRIPTION: AGES 5-18YRS 2 PRACTICES/WEEK 5-MONTH PROGRAM (JULY-DEC) 3-4 TOURNAMENTS



### 24/25 Novice Teams

- Nov 2024 Apr 2025
- 1 practice/week
- 3 Local Competitions
- Routine 1:30
- Tuition \$99/mo
- Uniform \$395
- No experience needed
- Birth Years: 2006-2021





### 24/25 Prep Teams

- Sept 2024 Apr 2025
- 1-2 practices/week
- 4-5 Local Competitions
- Routine 2:00
- Tuition \$129/mo
- Uniform \$395
- No experience needed
- Birth Years: 2006-2019





### 24/25 Prep+ Teams

- June 2024 Apr 2025
- 1-2 practices/week
- 6-7 Local Competitions
- Routine 2:00
- Tuition \$129/mo
- Uniform \$395
- Experience recommended
- Birth Years: 2006-2019





### 24/25 Elite Teams

- June 2024 Apr 2025
- 2-3 practices/week
- 7-8 Local Competitions
- Routine 2:30
- Tuition \$199/mo
- Uniform \$475
- Out of State Travel
- Experience encouraged
- Birth Years: 2005-2018





### 24/25 Cheer-Abilities Program

- Sept 2024 Apr 2025
- 1 practice/week
- 4-5 Local Competitions
- Routine 2:00
- Tuition \$50/mo
- Uniform \$350
- Ages 5+
- No experience needed





### 2024 Club Stunt

- July Dec 2024
- 2 practices/week
- 3-4 Local Tournaments
- Age Brackets:
  - 8U Opalz
  - 11U Jade
  - 14U Onyx
  - 18U Obsidian





### **Elite, Prep+ and Prep Evaluation Dates**

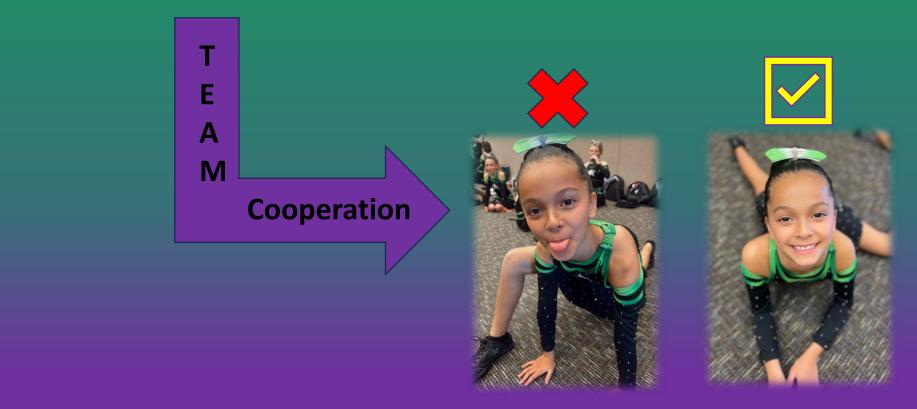
- May 20 24<sup>th</sup>, 2024: Tumbling & Jumps Evaluation
  - Only attend <u>one</u> (1) of the days (M, T, W, Th, <u>or</u> F).
- Elite Athletes must be born by 2018
- Prep+ and Prep Athletes must be born by <u>2019</u>
- Initial Practice Groups split by Tumbling Level, starting June 3<sup>rd</sup>
- Teams created by end of June.
  - Age (year of birth) / Skill Level / Position
- Evaluation Fee: \$40 (includes 1 evaluation day)
  - Waived for Platinum Members





### **Important to Note:**

- Attendance is critical to success of the team
- <u>Cooperation</u> is MORE critical to the success of the team!



2024-25 Registration Rally Kicked off February 1<sup>st</sup>





### ALL STAR CHEER "ELITE" PROGRAM AGREEMENT

FULL-YEAR TRAVEL TEAMS LOCAL & OUT-OF-STATE COMPETITIONS 2024/25 SEASON: JUN 2024 - APRIL 2025

### → ANNUAL REGISTRATION: \$449

#### 

<u>11 Payments:</u> Due on 1st of each month (June '24 - April '25) <u>Includes:</u> All In-Season Team Practices (2-3/week), Class Tuition Discount.

#### MANDATORY TEAM ITEMS: \$299 / MONTH

<u>9 Payments:</u> Due on 15th of each month (June '24-Feb '25) <u>Includes:</u> Choreography, Music, Kick-Off Camp, Competition fees, Coach Competition Expenses.

#### → 24/25 SPIRIT PACK: \$175

<u>1 Payment:</u> Due June 20th, 2024. Includes: Rebel Practice Outfit, Team shirt, Competition bow, Practice bow

NOT INCLUDED: 24/25 USASF Membership - Competition Uniform \$475 (same as 23/24 season) Warm-ups - Shoes - Crossover Entry Fees - Travel (e.g., hotel, food, airfare) - Travel Trip Fees Post-Season Costs

#### FINANCIAL TERMS & CONDITIONS:

- 1. All payments are non-refundable / non-transferable. Late fee of \$25 applies to any past due item.
- 2. Team Item Payments are not pro-rated for cases of illness, injury, sitting-out for late payment, or joining after June 2024
- 3. Pay-in-full payments are discounted and therefore 100% non-refundable / non-transferable
- 4. Returned check: \$30 fee & no personal checks accepted for remainder of the season.
- 5. Merchandise (e.g., uniform, clothing, etc) will not be distributed if ANY item (e.g., "tuition") is past due.
- 6. Service will be withheld (student sat-out) if payments become 30 days past due.
- 7. Early termination fee of \$500 will be assessed for quitting team between August 2024 April 2025.
- 8. Customers will approach staff and other families respectfully, and represent CheerForce positively in public (including social media). Failure to comply will be cause for removal from CheerForce with no refund of payments.
- 9. In the event an athlete is replaced in a competition, event entry fee is not refunded.
- 10. Any absence/injury within 14 days of competition (i.e., blackout period) may result in being replaced for that competition.

Financial Agreement disputes are adjudicated in California Small Claims Court. CheerForce adds a minimum \$500 legal service fee if Small Claims Court adjudicates a dispute, regardless of outcome.

PAYMENT OF REGISTRATION CONSTITUTES ACCEPTANCE BY PARENT (GUARDIAN) OF ALL ABOVE TERMS & CONDITIONS AND TO BE SOLELY RESPONSIBLE FOR THE ABOVE FINANCIAL COMMITMENT. CUSTOMER WITHHOLDING PAYMENT WILL RESULT IN CHEERFORCE WITHHOLDING SERVICE.

# ELITE TEAM

## AGREEMENT



### ELITE: PAY SEASON IN FULL DISCOUNTED DOWN PAYMENT: \$299 (\$150 SAVINGS) EARLY PAY-IN-FULL TUITION: \$2,089 (\$100 SAVINGS)

PAY-IN-FULL TEAM ITEMS : \$2,597 (\$100 SAVINGS) (TOTAL SAVINGS VALUED AT = \$350)

ELITE: TUITION PAY IN FULL DISCOUNTED DOWN PAYMENT: \$299 (\$150 SAVINGS) EARLY PAY-IN-FULL TUITION: \$2,089 (\$100 SAVINGS) (TOTAL SAVINGS VALUED AT = \$250)

OPTION 3

OPTION 2

OPTION 1

ELITE: MONTHLY PLAN DISCOUNTED DOWN PAYMENT: \$299 (\$150 SAVINGS) (TOTAL SAVINGS VALUED AT = \$150)



#### ALL STAR CHEER "PREP+" PROGRAM AGREEMENT FULL-YEAR PREP TEAMS

LOCAL COMPETITIONS 2024/25 SEASON JUN 2024 - APRIL 2025

#### → ANNUAL REGISTRATION: \$349

#### -> TUITION: \$129 / MONTH

11 Payments: Due on 1st of each month (June '24 - April '25) Includes: All In-Season Team Practices (1-2/week), Class Tuition Discount.

#### -> MANDATORY TEAM ITEMS: \$199 / MONTH

9 Payments: Due on 15th of each month (June \*24-Feb \*25) Includes: Choreography, Music, Nick+Off Camp, Competition Fees, Coach Competition Expenses.

#### → 24/25 SPIRIT PACK: \$175

1 Payment: Due June 20th, 2024. Includes: Rebel Practice Outlit, Prepshirt, Competition bow, Practice bow

> <u>NOT INCLUDED</u>: 24/25 USASF Membership - Competition Uniform \$375 (same as 23/24 season) - Goodie Bags Warm-ups - Shoes - Crossover Entry Fees - Travel (e.g., hotel, food) - Post-Season Costs

#### FINANCIAL TERMS & CONDITIONS:

- 1. All payments are non-refundable / non-transferable. Late fee of \$25 applies to any past due item.
- 2. Team Item Payments are not pro-rated for cases of illness, injury, sitting-out for late payment, or joining after June 2024.
- 3. Pay-in-full payments are discounted and therefore 100% non-refundable / non-transferable.
- 4. Returned check: \$30 fee & no personal checks accepted for remainder of the season.
- 5. Merchandise (e.g., uniform, clothing, etc) will not be distributed if ANY item (e.g., "tuition") is past due.
- 6. Service will be withheld (student sat-out) if payments become 30 days past due.
- 7. Early termination fee of \$350 will be assessed for quitting team between August 2024 April 2025.
- 8. Customers will approach staff and other families respectfully, and represent CheerForce positively in public (including social media). Failure to comply will be cause for removal from CheerForce with no refund of payments.
- 9. In the event an athlete is replaced in a competition, event entry fee is not refunded.
- 10. Any absence/injury within 14 days of competition (i.e., blackout period) may result in being replaced for that competition.

Financial Agreement disputes are adjudicated in California Small Claims Court. CheerForce adds a minimum \$500 legal service fee if Small Claims Court adjudicates a dispute, regardless of outcome.

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# PREP+ TEAM AGREEMENT

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**OPTION** 1

OPTION 2

OPTION 3

PREP+: PAY SEASON IN FULL DISCOUNTED DOWN PAYMENT: \$249 (\$100 SAVINGS) EARLY PAY-IN-FULL TUITION: \$1,319 (\$100 SAVINGS) PAY-IN-FULL TEAM ITEMS : \$1,741 (\$50 SAVINGS) (TOTAL SAVINGS VALUED AT = \$250)

PREP+: TUITION PAY IN FULL

DISCOUNTED DOWN PAYMENT: \$249 (\$100 SAVINGS) EARLY PAY-IN-FULL TUITION: \$1,319 (\$100 SAVINGS) (TOTAL SAVINGS VALUED AT = \$200)

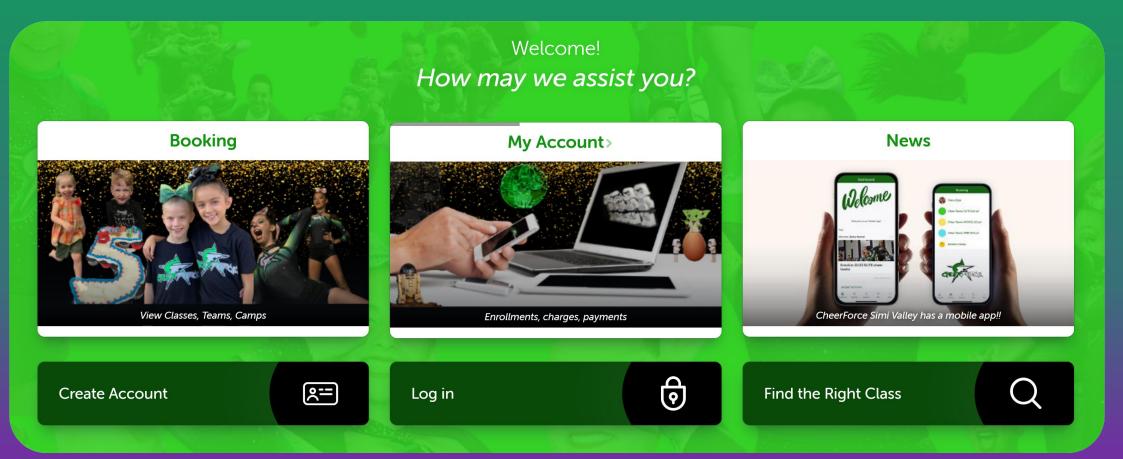
PREP+: MONTHLY PLAN

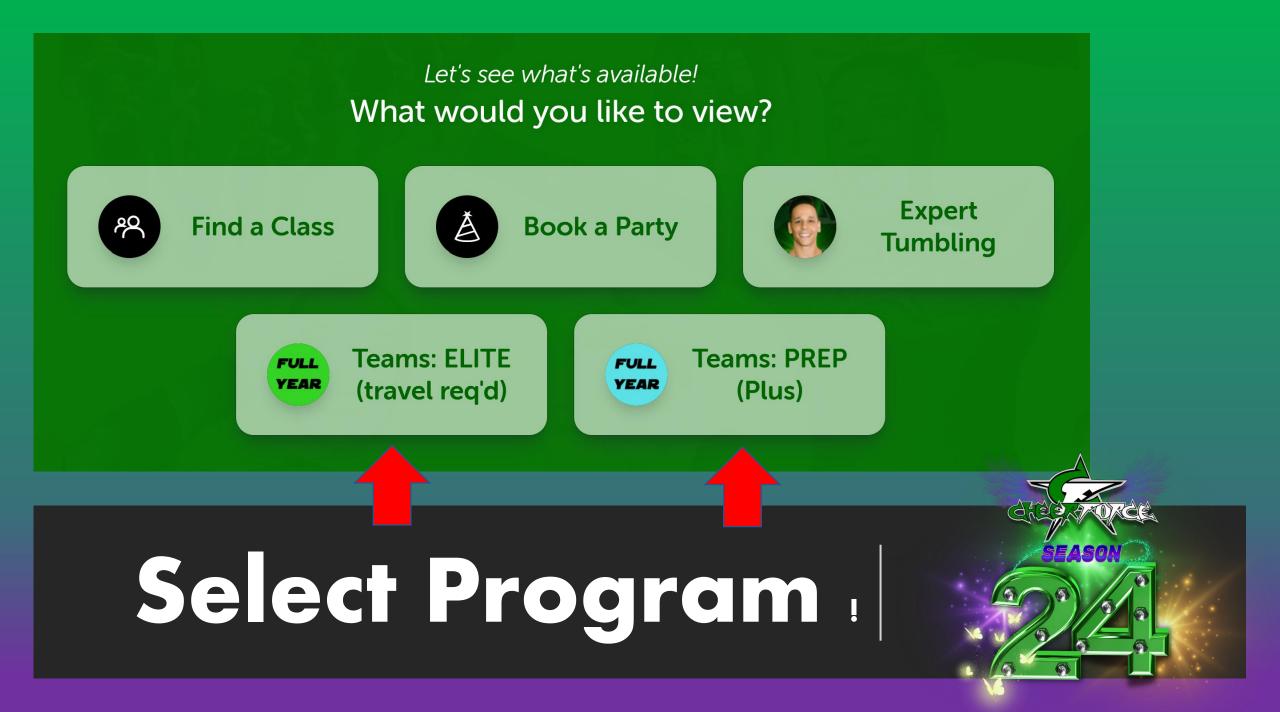
DISCOUNTED DOWN PAYMENT: \$249 (\$100 SAVINGS) (TOTAL SAVINGS VALUED AT = \$100)

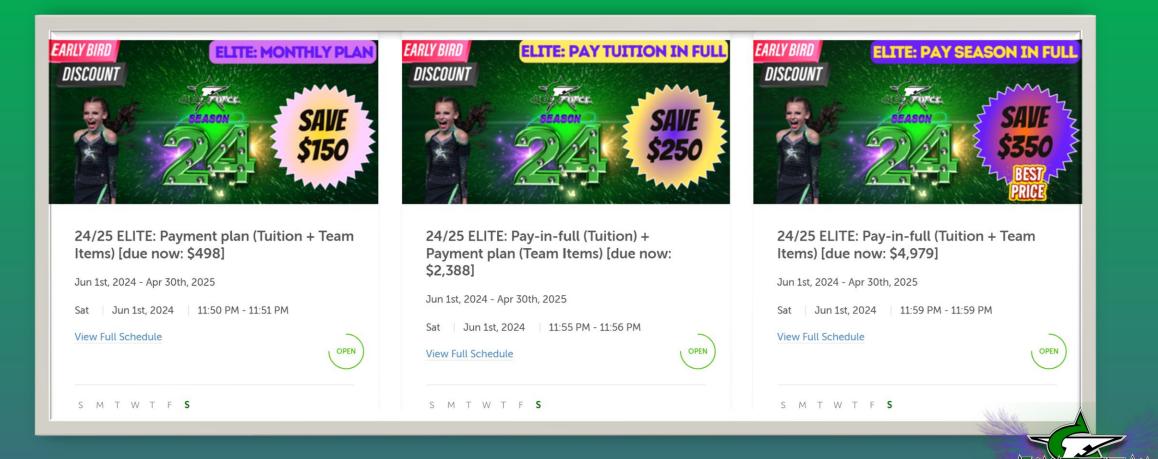
## www.cheerforce.com/simivalley



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### **ELITE Early Bird Promotion Expires Fri March** 15<sup>th</sup>!



24/25 Prep+: Payment plan (Tuition + Team Items) [due now: \$378]

Jun 1st, 2024 - Apr 30th, 2025

Sun 11:56 PM - 11:57 PM

View Full Schedule

SMTWTFS



24/25 Prep+: Pay-in-full (Tuition) + Payment plan (Team Items) [due now: \$1,568)

Jun 1st, 2024 - Apr 30th, 2025

Sun 11:57 PM - 11:58 PM

View Full Schedule

S M T W T F S



24/25 Prep+: Season pay-in-full (First 5 get 1 free monthly class) [due now: \$3,309]

OPEN

Jun 1st, 2024 - Apr 30th, 2025

Sun 11:59 PM - 11:59 PM

View Full Schedule

OPEN

**S** M T W T F S

### PREP + Early Bird Promotion Expires Fri March 15<sup>th</sup>!

### **2024 IMPORTANT DATES**

- March 15: Early Bird Promotions Expire
- May 20-24: Elite, Prep+, and Prep Team Evaluations
- June 3: Elite & Prep+ Programs Start Practicing
- July 1 –14: CheerForce Summer Break
- July 16: Club Stunt Starts Practicing
- July 30 August 3: Mandatory Elite Choreography
- September: Prep & Cheer-Abilities Teams Start Practicing
- November: Novice Teams Start Practicing





# **Contact Information**

- <u>Gym Phone</u>: 805-582-2211
- <u>Address</u>:
  - 5898 Condor Drive, Suite 230
  - Moorpark, CA 93021
- <u>Website</u>:
  - www.cheerforce.com/simivalley
- Gym Email: <u>Simi@CheerForce.com</u>
- Owner Email: <u>Becky@CheerForce.com</u>





CheerForce



"I'll do whatever it takes to win games, whether it's sitting on a bench waving a towel, handing a cup of water to a teammate, or hitting the game-winning shot." Kibe Bryant