

2022-2023 Handbook
Be Part of the Diamond Family!!



Diamond Elite Cheerleading

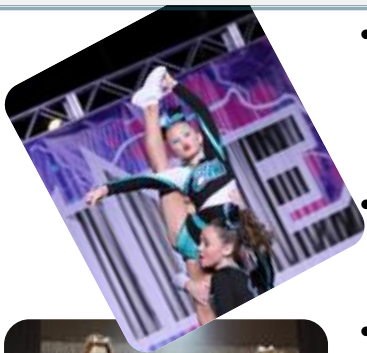
Diamond Elite Cheerleading is a family owned and operated Cheerleading & Tumble gym that has been serving Okotoks and the greater Foothills since 2013. We were excited to rebrand in 2018 and develop a program that exceeds the needs of our community, Diamond Family, and growing business. We are looking forward to an exceptional year as we celebrate Season 10!!!

Our mission is to create a safe, caring, and inclusive environment that promotes the growth and development of each member both as an individual athlete and part of their team. Our focus on excellence through athlete development in all areas of the sport of cheerleading is a priority. We want to inspire each athlete to be the very best they can be as an athlete and teammate, as a member of our gym and cheer community, and as a positive member of their family, school, and community.

At Diamond Elite Cheerleading we take pride in promoting a healthy, active, and balanced lifestyle in a positive and encouraging environment. Athletes learn dedication to themselves, to their team and to cheerleading as well as their family and community. We want athletes to feel challenged, successful, and excited to be part of our Diamond Family and the sport of Cheerleading!

Diamond Elite is a gym where your athlete can shine!

SEASON 10 Cheerleading / Tumble Programs – Our Diamond Family!!



- **Recreational Cheerleading Programs**

- Kinder Gems! (2-4 years)
- U6 Novice Rubies (3.5-6 years)
- Recreational Adult Cheer Team

- **All Star Prep Cheerleading**

- U8 Sapphires (5-8 years)
- U12 Emeralds (8-12 years)

- **All Star Cheerleading**

- U8 Sparkle Level 1 (6-8 years)
- U12 Shimmer Level 1 (8-12 years)
- U12/U16 Glimmer Level 2
- U16 Extravagance Level 1 (12-16 years)
- U16/U18 Brilliance Level 3-4

- **TUMBLE Classes & Private Tumble/Cheerleading Lessons**

- **Open to members & non-members ages 5yrs & up**



**** Cheerleading levels are defined by the difficulty of stunting, tumbling (running & standing), and scored in conjunction with jumps, dance, showmanship, and routine composition ****

LOCATION: Unit 28, 64062 393 Ave East, Foothills No. 38, Alberta

Cheer Training & Fee Information



ALL STAR PREP TEAMS



All Star U6 Novice



Team Name: Rubies

Birth Year: 2016-2019 (ages 4-6)

Practice: Thursday 4:00pm-5:00pm

Competitions: 1 Performance per session

Payment Breakdown

Program Fee: Due at Registration \$45.00

Program Cost: \$200/12 week session

FALL: September-December / **WINTER:** January-April

Team Shirt and Bow are included in the Program Fee

Session Cost: \$245

Participants will need clean indoor runners and gym-style clothes.

Gst not included

All Star U8 Prep

Team Name: Sapphires

Birth Year: 2014-2018 (ages 5-8)

Practice: Tuesday 4:00pm-5:15pm

Competitions: 3 Competitions (Feb, Mar, Apr)

Payment Breakdown

Program Fee: Due at Registration \$200

Monthly Payment: Sept-April \$80/month

Uniform Fee Due: October 15th \$100

Annual Cost: \$840

Not Included: Uniform, bow/scrunchie, shoes, competition fees, travel expenses, apparel, gst

All Star U12 Prep

Team Name: Emeralds

Birth Year: 2010-2015 (ages 8-12)

Practice: Tuesday & Thursday 5:15pm-6:30pm

Competitions: 3 Competitions (Feb, Mar, Apr)

Payment Breakdown

Program Fee: Due at Registration \$250

Monthly Payment: Sept-April \$125/month

Uniform Fee: Due October 15th \$200-\$250

Annual Cost: \$1250

Not Included: Uniform, bow/scrunchie, shoes, competition fees, travel expenses, apparel, gst

Included in Annual Cost for Prep

- Competition music
- All coaching costs
- Choreography
- Insurance
- Shirt and bow are included for U6 Novice
- Additional practices (4x60min) included for U8 Prep

NOT included in Annual Cost for Prep

- Soft-soled white runners (cheer shoes opt)
- Uniform and bow/scrunchie for U8/U12 Prep
- Spectator admission/parking cost at events
- All fees associated with travel
- Competition Fees (*fees will be invoiced separately*)
- ACA & Cheer Canada Membership fees
- Tumble Class (*opt for prep athletes*)

Fundraising: There are numerous fundraising opportunities throughout the season to help offset cheer expenses.

It's Your Time to Shine!



ALL STAR TEAMS



All Star U12

All Star U8

Team Name: Sparkle

Birth Years: 2014-2016 (6-8 years)
Season: July 2022 – April 2023
Practice: Monday & Wednesday
Time: 4:00pm-6:00pm
Level: Level 1
Competitions: 4 (January-April)

Payment Breakdown

Program Fee \$295
Due at Registration
Monthly Payment \$140
July-April
Uniform Fee \$350-\$400
Due October 15th

Team Name: Shimmer

Birth Years: 2010-2015 (8-12 years)
Season: July 2022 – April 2023
Practice: Monday & Wednesday
Time: 4:00pm-6:00pm
Level: Level 1
Competitions: 4 (January-April)

Payment Breakdown

Program Fee \$295
Due at Registration
Monthly Payment \$140
July-April
Uniform Fee \$350-\$400
Due October 15th

All Star U16

Team Name: Extravagance

Birth Years: 2006-2011(11-16 years)
Season: July 2022 – April 2023
Practice: Tuesday & Thursday
Time: 6:00pm-8:00pm
Level: Level 1
Competitions: 4-5 (January-April)

Payment Breakdown

Program Fee \$295
Due at Registration
Monthly Payment \$140
July-April
Uniform Fee \$375-\$425
Due October 15th

All Star Program Annual Cost: \$1695

Not Included: Uniform, bow/scrunchie, shoes, apparel,
competition fees, travel expenses, tumble fees, gst

All Star U12/U16

Team Name: Glimmer

Birth Years U12: 2010-2015 (8-12 years)
Birth Years U16: 2006-2011 (11-16 years)
Season: July 2022 – April 2023
Practice: Monday & Wednesday
Time: 5:15pm-7:15pm
Level: Level 2
Competitions: 5-6 (January-April)

Payment Breakdown

Program Fee Due at Registration \$295
Monthly Payment July-April \$140
Uniform Fee Due October 15th \$400-\$450

All Star U16/U18

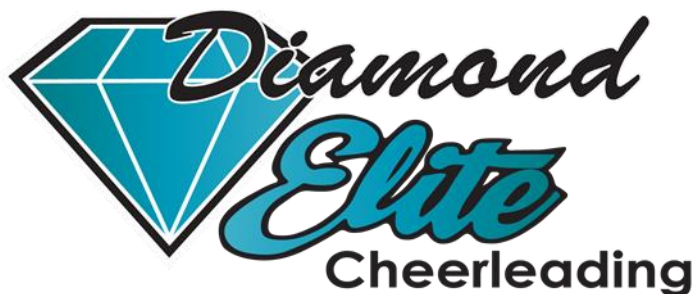
Team Name: Brilliance

Birth Years U16: 2006-2011(11-16 years)
Birth Years U18: 2004-2009 (14-18 years)
Season: July 2022 – April 2023
Practice: Monday & Wednesday
Time: 6:45pm-8:45pm
Level: Level 3-4
Competitions: 5-6 (January-April)

Payment Breakdown

Program Fee Due at Registration \$295
Monthly Payment July-April \$140
Uniform Fee Due October 15th \$400-\$450

**** Please note that team ages/levels are subject to change at the gym's discretion ****



ALL STAR TEAM INFO



Included in Annual Cost for All Star	NOT included in Annual Cost for All Star
<ul style="list-style-type: none"> • Professionally edited competition music • All coaching costs • Choreography • Insurance • July Training Intensives • August Training Camp • Fall Choreography Session 	<ul style="list-style-type: none"> • Black shorts for practice • Cheer shoes <i>(available for purchase through the gym)</i> • Uniform and bow/scrunchie • Competition Fees <i>(fees will be invoiced separately)</i> • ACA & Cheer Canada Membership fees • Spectator admission/parking cost at events • All fees associated with travel • Tumble Classes <i>(required for All Star athletes)</i> • Private Tumble/Cheer Lessons <i>(optional)</i>

Crossover Athlete Information:

Athletes are able to crossover on teams within our All Star Cheer Program. This means that an athlete is allowed to practice and compete on 2 separate teams. There is a reduction in training fees for the second team an athlete is on. Please speak to the office if you are interested or would like more information.

Diamond Elite Athletic Association:

Our DEAA is a fundraising group that is ran and organized by our DEC members. Our DEAA provides numerous fundraising opportunities throughout the season to help families offset cheer related expenses.

DEC SOCIAL MEDIA - don't forget to join!!

- Diamond Elite Cheerleading Facebook and Instagram Pages
- Team Facebook Group
- Buy & Sell Page
- DEAA Facebook Group



Tumble Program Information

All Star Cheerleading has a tumble component which requires additional training throughout the cheer season. Athletes can register for the appropriate level according to their current tumbling ability. The Tumble Program is a required part of training for athletes in the All Star program and optional for athletes in our Prep or Recreational Programs. Level 3 and 4 athletes may register for either a tumble class and/or set(s) of private tumble lessons. Tumble classes will be offered throughout the week on Monday-Thursday evening. We are pleased to offer Private Tumble and Cheerleading Lessons in addition to Tumble Classes. All classes are taught by qualified and experienced coaches.

Tumble Levels:

Level 1 Beginner: forward roll, backward roll, cartwheel, bridge, bridge kick-over

Level 1: back extension, round-off (power & running), back walkover, front walkover

Level 1 Advanced: switch BWO, cartwheel-FWO/BWO, BWO-BWO, FWO-FWO

Level 2: back handspring, front handspring, BWO-BHS

Level 2 Advanced: RO-BHS(s), FWO-RO-BHS(s)

Level 3: front tuck, back tuck, tumbling series with RO / BHS / FHS / FT / BT

Level 3 Advanced: layout, aerial, tumbling series, intro to twisting

**** ALL tumble levels are at the discretion of the tumble and cheer coach ****

Skills must be mastered to move to the next level. Mastery means that the athlete can perform the skill cleanly and with technical accuracy 4 out of 5 times when tested by the coach.

Group Tumble Information	Private Lesson Information
<ul style="list-style-type: none">• Fall Session: September-December• Winter Session: January-April• Each Session is 12 weeks• No more than an 8:1 ratio• 55-minute class• \$200/session or \$50/month• Prices do not include gst	<ul style="list-style-type: none">• 1:1 Ratio• 30-minute private lesson• Book 1 Lesson for \$35 (30min) or• Set of 4 – 30 min lessons for \$120+gst• Set must be used consecutively• Fees are payable by e-transfer, cash, or Visa/Mastercard, prices do not include gst• NO refunds/make-up for cancelled lessons

Competition/Performance Schedule

MORE INFORMATION WILL BE AVAILABLE AT OUR TEAM MEETINGS IN SEPTEMBER 2022

Competition Schedule: Teams will compete during the months of January-April in Alberta. Please keep your calendar open and do not book holidays or events during this time.

Please note that all Competitions are mandatory - Travel booking instructions and team itineraries will be provided for both one day and overnight competitions. All athletes are expected to attend and participate in team events. Please do not book accommodations until you have received the event details from the office.

Travel Competitions (Canada/USA) – for travel competitions, athletes may be travelling and staying together. Athletes will do activities as a team and will follow a team itinerary at all times. We are planning ONE travel competition this season for the older/higher level teams.

Black Out Training – Athletes are required to attend all practices during this time. The safety and success of a team relies heavily on whole-team practices.

BLACK OUT DATES

*September-April except
for gym closures.*

GYM CLOSURES:

September 2-5, 2022
October 7-10, 2022
December 23-26, 2022
December 30 – January 2
February 17-20, 2023
April 7-10, 2023

NO TRAINING:

December 23-January 7
February 20-24, 2023 (Prep)
February 20-21, 2023 (All Star)

Payment Information and Refund Policy

Payment Information:

1. Athlete's fees and account balances must be in good standing to practice and compete. **Unpaid accounts will result in the athlete not participating and only observing at practice.**
2. Fees are stated as an annual total and include expenses associated with participating on one of our teams. A payment plan has been established to make payment easier by breaking annual fees into a program fee and splitting the remaining balance into monthly payments July-April (All Star), September-April (Prep), and September-December/January-April (Novice/Recreational)
3. Monthly fees can be made by pre-authorized credit card (Visa or Mastercard) dated the 1st of each month. **Fees paid by cash or e-transfer MUST be secured with a credit card.** We do not accept cheques.
4. All other expenses can be paid by DEAA credits, cash, e-transfer, Visa or Mastercard.
5. Program Fees (insurance, music, choreography, all star intensives, all star camp) and Competition Fees are due at the time of registration and/or according to the payment schedule. These fees are non-refundable.
6. All returned or declined payments will be subject to a \$25.00 administration fee.
7. A non-refundable Uniform Fee for Prep and All Star cheerleaders is due according to the payment schedule. Payment can be made in advance by DEAA credits, e-transfer, or Visa /Mastercard, or fees will be automatically debited from the payment method on file on the respective due date.
8. ***All PAST DUE invoices will automatically be charged to the credit card on file.***

Refund Policy:

1. One month's written notice (email or letter will only be accepted), dated the first of the upcoming month is required when withdrawing from any program. **Refunds will not be given after October 1st for All Star Cheerleaders and after November 1st for Prep Cheerleaders.**
2. There are NO refunds on uniforms, shoes, apparel, competition fees, insurance, membership, or travel fees.
3. All refunds will be charged a \$50.00 administration fee.

Diamond Elite Athletic Association: *Our wonderful parent association works extremely hard to support all parents and athletes in our programs and offer a wide variety of fundraisers throughout the year. Information regarding fundraisers will be made available in August and as they occur.*

EMAIL: info@diamondelitecheerleading.ca

Gym Policies

Athlete Expectations and Parent/Guardian Responsibilities

GYM RULES - *As a team, we will hold ourselves to a standard we are proud of, and we will reach higher!*

Safety:

No athlete will jeopardize the safety or well-being of oneself or another teammate. Gum, food, beverages, and outdoor shoes are not allowed on the cheer mats. ALL jewelry is to be removed for all practices and competitions. Any food brought to the gym is to be eaten and remain in the athlete lounge. ONLY water will be allowed on or near the mats. Hair must be tied off the face and pulled back. Short hair must be pinned away from the face.

Footwear and Attire:

Athletes are to only wear clean indoor shoes in the gym. Proper cheer footwear is to be worn at all practices and competitions and are not to be worn outside. Appropriate work out clothing (nothing loose fitting) must be worn at all times. All Star athletes are required to wear black shorts and a fitted tank to practices. This is recommended for Prep and Recreational athletes as well.

Cell Phone Policy:

1. No cell phone use in gym unless directed by the coach in charge.
2. No cell phone use at competitions from athlete check-in and until score check or awards are completed.
3. No cell phones during awards ceremonies.

Communication:

We provide a variety of ways to maintain constant and clear communication. Please feel free to communicate through email, phone, or in-person during office hours. We are always happy to have in-person meetings to work through any concerns that may arise. **Please do not text coaches directly – you may text the owner if it is urgent.**

Family Vacations/Holidays:

We understand the importance of family time and respectfully ask that family holidays are NOT booked during the months of September to April with the exception of gym closures and Christmas Break. Cheerleading and competitions have a large financial obligation and time commitment for our families, and we want to ensure we are properly and safely prepared to practice and perform. Families choosing not to abide by our policies will incur additional expenses at the discretion of the owner to cover additional coaching hours for extra practices at a minimum of \$100/incident. The athlete may also be removed from the routine for the upcoming competition.

Injury and Illness

Please notify the office and coaches of all injuries before taking the mat or stunting. Injured athletes are expected to attend practices and watch or participate where they can. If your athlete has an injury keeping them from practicing, a doctor's note and treatment plan will be required. Please take the necessary steps to help prevent injuries and to strengthen injured areas, including doctor visits, physio, chiro, etc. If you are ill (contagious, high fever, vomiting) please stay home and email the office; otherwise, you are expected to attend.

Appointments

All non-emergent appointments for your athlete are to be made outside of practice and competition hours.

Time Management

We ask that cheerleading is considered the top out of school priority for our athletes. We encourage athletes to participate in all activities they are interested in, however, the commitment of cheer is to themselves and their team with attendance affecting everyone. School work is a priority however, tests, homework, projects etc, are not considered a valid reason for missing practice. Athletes are expected to learn to manage time effectively to do both school and cheer, as well as any other interests or obligations they have.

Routine Changes

Routines changes throughout the season are based on a variety of factors including safety, judging, skill level and scoring. Athletes must be prepared to learn routine changes, accept routine changes, and support their coach in any and all changes.

The following actions will result in immediate disciplinary action or dismissal from the program:

- Smoking, vaping, drinking or use of any drugs
- Challenging, by athlete or parent, of the coach or person in charge
- Jeopardize the safety or well-being of oneself or another teammate.
- Abusive behaviour, lying, stealing or negative behaviour

Be part of the Diamond Family!!

Gym Policies

Athlete Expectations and Parent/Guardian Responsibilities

LEADERSHIP - *As a team we will stand out as leaders in our community!*

1. Athletes and parents must be aware of the requirements and responsibilities of being part of Diamond Elite Cheerleading. It is a privilege to be on this team and part of the Diamond Family.
2. Each athlete must be willing to cooperate and help the coach or person in charge at all times.
3. Each athlete and parent must conduct themselves of the highest standard when representing Diamond Elite Cheerleading and their team.
4. Athletes will seek out opportunities to help others they see in need, whether from their own gym or others.
5. Each member must be willing to work hard, take direction and strive for excellence.

ATTENDANCE - *As a team, we are committed to our training and development!*

Due to the nature of Cheerleading, attendance is of the utmost importance. Routines cannot be completed, practiced, or performed without the whole team in attendance. Coaches cannot do their job without an entire team at practice. Athletes who miss practices may be moved from positions in the routine or pulled from the routine for an upcoming competition at the coach's discretion.

1. All practices and competitions are mandatory.
2. Tardiness or absences at practice, competitions or team events is grounds for disciplinary action or dismissal.
3. Continuous failure to be productive at practices is grounds for dismissal.
4. If you are sick or injured, you will be expected to perform and attend as much as possible. You will support your team and watch any changes that may affect you.
5. All Star cheer camp and Fall choreography sessions are mandatory for our All Star athletes.

ATHLETE EXPECTATIONS - *As a team, we will work together to be our best!*

1. Athletes will maintain the highest standards of behaviour.
2. Athletes will maintain an appropriate appearance with no extremes that would cause distractions for judges and spectators (nail polish, hair-dye, tattoos, make-up etc.).
3. Athletes will be on time to all practices, competitions, and events.
4. Athletes will set goals for themselves and will do everything in their power to meet team and individual goals.
5. Each athlete is responsible for finding out missed information and responsible for reading or discussing all emails and communication from the gym with their parents.

COMPETITIONS:

- Competitions are 100% mandatory, from beginning to end.
- Athletes are to stay with their coach from their check-in time until after awards unless otherwise directly told by their coach.
- Colds and flu are part of Canadian winter and athletes will be expected to compete even in their worse condition. Modifications will be made to the routine for the athlete, but stunts will be required. Safety is our primary concern.
- As a team, we will do everything we can to show the judges what we are capable of!

As a parent of a DEC athlete, I will do my best to be supportive and stay positive!!!

PARENT/GUARDIAN EXPECTATIONS and RESPONSIBILITIES:

1. Parents and family members are expected to maintain the highest standard of behaviour. Any negative behaviour towards Diamond Elite staff, athletes, parents, or other cheer programs will result in dismissal from the team with no refund.
2. Parents are responsible for discussing expectations and policies with their athlete and other family members and ensuring their athlete and family members follow these rules throughout the season.
3. Parents need to ensure athletes are in attendance and on time to all practices, competitions, and events.
4. Parents are to inform the gym by email if their child will be late or absent for any reason.
5. Parents are to fulfill all financial obligations. Athletes will not practice if fees are not current.
6. Parents are to encourage and support their athlete to the best of their ability and maintain a positive attitude.
7. A viewing schedule may be implemented at any point during the season to ensure the focus and safety of our teams.
8. Parents must complete the Respect in Sport Course no later than October 15th of the current season. There is a small fee to complete this course. As of October 31st, any members without this condition will result in the athlete sitting out at practices.