



CIA

**CHEER
INTEGRITY
ATHLETICS
INFORMATION
PACKAGE**

SEASON TWO

www.cheerintegrityathletics.com

WELCOME TO CIA!

Cheerleading is a unique team sport that combines elements of gymnastics, dance, and acrobatics to create an exciting routine filled with unique cheerleading skills like jumps, pyramids, moving transitions, and basket tosses. This sport requires athleticism, strength, flexibility, coordination, dedication, endurance, and an unwavering dedication to teamwork. Cheerleading requires all athletes to work with and support their teammates for routine success. There are unique social aspects in our sport that foster each athlete's development in the areas of sportsmanship and personal accountability, while improving their self-confidence and leadership skills. Cheerleading provides athletes the chance to expend energy positively, gain self-sufficiency, and of course the chance to create new friendships and memorable experiences.

WHY CIA?

Cheer Integrity Athletics was formed through the collaborative efforts of talented and passionate trailblazers in the cheer community who are not only highly qualified but boast extensive experience and certifications both in and outside of cheerleading to back it up.

There is no better group of individuals to take cheerleading to mainstream sport in Winnipeg than the Leaders at CIA.

Our core values include community, positive experiences, fundamentals, personal growth and individually defined success. Our foundation is prioritizing safety of every member of our family. These qualities are at the centre of what we do. It will not always be easy, but we can guarantee it will be worth it.

Every person has a place in our program - we believe each athlete is unique and will be a valuable addition to our growing family. The lessons we teach during practice - patience, teamwork, persistence as well as how to respond to all situations, including setbacks - have value well beyond the walls of our gym.



THE WAY WE ARE

CIA's Board Members and Coaches were brought together through a common interest in helping youth discover all that cheerleading has to offer in a safe and supportive environment. We are a group of like-minded individuals who put this shared goal above all else. Each Board Member and Coach has been, and continues to be successful in everything they do by using the same life lessons and habits we teach all our athletes. We are all goal-oriented, intrinsically motivated, and high-energy people who lead with heart. We are a defining force of successes, positive change, and inspiration in our sport, in and out of the gym. We look forward to continuing to be trailblazers and role models to our young athletes, and those around us.



THE WAY WE COACH

We all learn and understand differently so we have developed a coaching style that combines each of these methods in order to provide an equal opportunity learning environment for all of our athletes. We are acutely aware of the psychological side of sport and place high priority on being an encouraging and trustworthy mentor to our athletes. We believe in choosing positive reinforcement in coaching; we set big and realistic goals, teach positive self-talk and then create opportunities to practice it, and we support our athletes on their path to becoming increasingly intrinsically motivated. Our priority is on creating a safe and supportive environment for your athlete to grow as an athlete and, most importantly, as a human being.

SUMMER PREP

OPEN GYM

Mondays 6:30pm to 8:30pm

Open gym is a supervised and unstructured block of time for athletes to come work on their skills, hang out with friends and crush some big goals!

A CIA Coach will be present in the facility to supervise for safety, but formal instruction is NOT provided during Open Gym times.

LEVEL UP

Wednesdays 6:30pm to 8:30pm

July 3rd - August 7th

Looking to Level Up this summer?

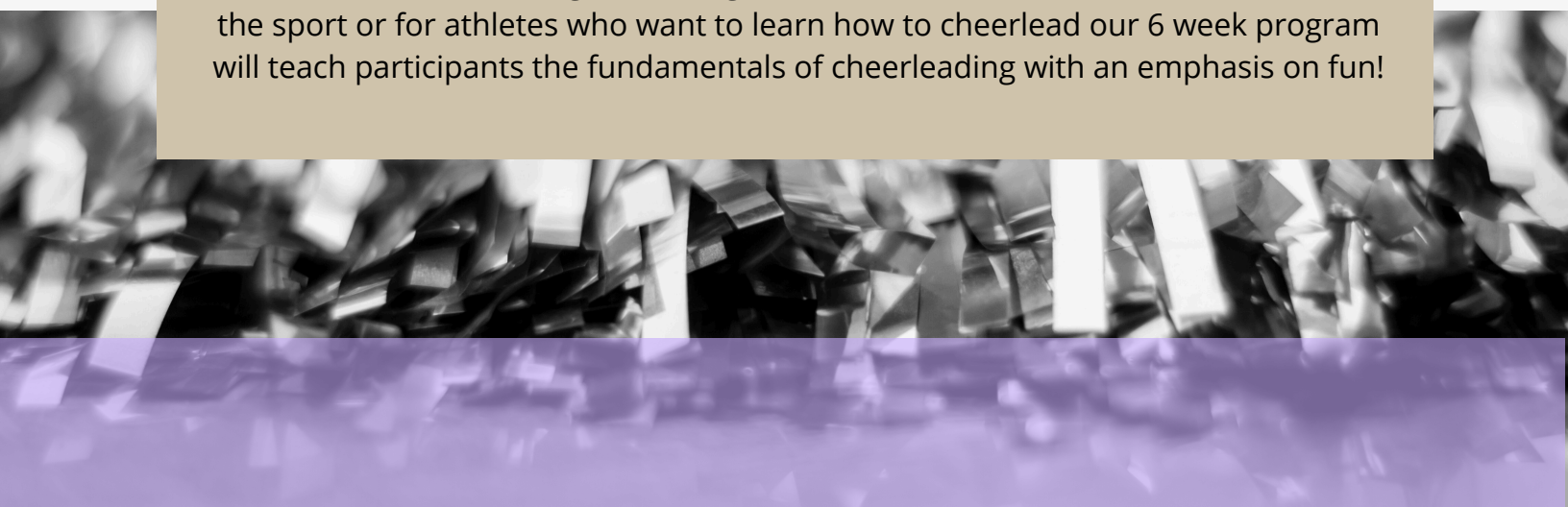
Join us for these 2 hour classes where we will focus on perfecting current skills, technique, strength, flexibility and develop new skills your athletes need to take your cheerleading to the next level!

Intro To Cheer

Tuesdays 6:00pm to 7:30pm

May 7th - June 18th

Our Intro to Cheerleading class is a great introduction for someone who is new to the sport or for athletes who want to learn how to cheerlead our 6 week program will teach participants the fundamentals of cheerleading with an emphasis on fun!



SEASON TWO PROGRAMS

PREP CHEERLEADING TEAMS

Our Prep Cheerleading Teams are for athletes who are new to the sport or have limited experience with cheer and are searching for a competitive team to join.

This season, Cheer Integrity Athletics will be offering **U6, U8, U12** and **U16** Prep teams!



ALL-STAR COMPETITIVE TRAVEL TEAMS

Our All-Star Competitive cheerleading programming is for those athletes who are ready to go all in with competitive cheerleading!

Athletes in this stream focus their effort on developing the skills + mindset of a competitive athlete while having big, short and long term goals.

This stream of programming has an expectation of maximum commitment - hard work pays off!

INTERNATIONAL TRAVEL TEAMS

Our Summit/International Travel/Worlds teams are created via tryout only.

Trying out does not guarantee a spot on these teams.

These teams will travel several times throughout the season with the expectation of receiving a bid to a year end travel event.

Athletes are **required** to be on a primary competitive CIA team in order to qualify for a role on one of these teams.

PERFORMANCE CHEER

Performance Cheer can be an exciting add on for our cheerleading athletes, or is a great stand alone program for anyone looking to be involved in performance cheer via dance.

There is no tryout for Performance Cheer at this time.

We anticipate having U12, U16 and Open age groups for Performance Cheer this season.

TRYOUTS + PLACEMENTS



Athletes will be placed on a team(s) that is best suited to challenge their current skill level while allowing for personal successes through safe and appropriate athlete progression.

CIA's Coaches will first aim to place athletes according to age. In this way, we appropriately match the teams' mental age with the psychological and social developmental stage of the athlete. Athletes will then be placed according to their demonstrated tumbling and stunting skill level.

Additional considerations include: the athlete's ability to self-motivate, their mental fortitude, their ability to take and apply corrections, ways in which they handle frustrations and set-backs, team-mindedness, etc.

SUMMIT/INTERNATIONAL TRAVEL/WORLDS TEAM TRYOUTS

Our Summit/International Travel/Worlds teams are selected via tryout only. Athletes are required to be on a primary CIA team in addition to one of these teams.

Not everyone who attends tryouts will be selected for these teams.

**Tryouts take place on
August 14, 2024
\$30.00+GST**



COMPETITIVE ALL-STAR AND PREP TEAM PLACEMENTS

Athletes of all ages and skill levels are invited to attend placements!

We believe that every interested athlete has a place in our program; everyone is a unique and valuable addition to our growing family.

Athletes that attend our team placements will be placed on a team according to age, skill level, athlete interest, and maturity level.



**PREP TEAM PLACEMENTS - AUGUST 15, 2024
COMPETITIVE TEAM PLACEMENTS - AUGUST 8,
2024
\$20.00 + GST**

RECOMMENDED TUMBLING SKILLS

You DO NOT need to have all the recommended skills; just be willing to try, learn and work hard for them. Athletes consistently progress and grow their skillset throughout their journey with Cheer Integrity Athletics.

LEVEL 1 - PREP

Forward Roll
Backward Roll
Cartwheel
Handstand

LEVEL 2

Standing Back Handspring (BHS)
Back Walkover Back Handspring
RO Back Handspring
FWO RO Back Handspring
Front Handspring (FHS)

LEVEL 4

Standing Back Tuck
RO BHS Layout
BHS or series BHS to Back Tuck
Running pass with a Whip
Running pass with flip-flip connection

LEVEL 1 - COMPETITIVE

Round Off (RO)
Front Walkover (FWO)
Back Walkover (BWO)

LEVEL 3

Standing Series BHS
Jump BHS/Series
Aerial
FHS Front Tuck
RO BHS Back Tuck
FWO RO BHS Back Tuck

LEVEL 5+

Jump Back Tuck
RO BHS Full
RO BHS Whip to full
2 BHS to Layout
Front Tuck RO BHS Layout/Full



PRACTICE SCHEDULE

Rosser Gym

	SUN	MON	TUE	WED	THUR	FRI	SAT
U8 Level 1							
U12 Level 1							

PENDING

Oakbluff Gym

	SUN	MON	TUES	WED	THUR	FRI	SAT
U12 Level 1							
U12 Level 2							
U16 Travel							
U16 Level 3+							
U18 or Open							

PENDING

Dates/times subject to change

YEARLY INVESTMENT

PREP TEAMS - \$1600.00

Tuition includes: Gym fees, Competition Fees, coaches certifications, music, program t-shirt, insurance + Cheer Manitoba/Cheer Canada fees

ADDITIONAL FEES NOT INCLUDED IN TUITION: practice gear, uniform, choreography, tumbling classes, travel, retreat, program events, private lessons, other classes.

COMPETITIVE TEAMS - \$1850.00

Tuition includes: Gym fees, Local competition fees, coaches certifications, music, program t-shirt, insurance + Cheer Manitoba/Cheer Canada fees, tumbling classes.

ADDITIONAL FEES NOT INCLUDED IN TUITION: practice gear, uniform, choreography, additional tumbling classes, travel, retreat, program events, private lessons, other classes, travel competition fees

INTERNATIONAL TRAVEL/SUMMIT/WORLDS TEAMS - \$1000

Tuition Includes: local competition fees, coaches certifications, music, insurance + Cheer Manitoba/Cheer Canada fees, year end bid event team gear

ADDITIONAL FEES NOT INCLUDED IN TUITION: practice gear, uniform, choreography, tumbling classes, travel, retreat, program events, private lessons, other classes, travel competition fees

International event travel teams have a mandatory monthly fee assessed to offset season end travel costs- fees apply to **athlete travel only**

CROSSOVER FEES - \$800.00

Tuition includes: Gym fees, local competition fees, coaches certifications

ADDITIONAL FEES NOT INCLUDED IN TUITION: practice gear, uniform, choreography, tumbling classes, travel, retreat, program events, private lessons, other classes, travel competition fees

PERFORMANCE

Performance Cheer will be starting November with weekly practices!
No experience or try out required.



INVESTMENT

PERFORMANCE TEAMS - \$600.00

Tuition includes: Gym fees, Local competition Fees, coaches fees, music, insurance + Cheer Manitoba/Cheer Canada fees

ADDITIONAL FEES NOT INCLUDED IN TUITION: practice gear, uniform, travel, program events, travel competition fees

PERFORMANCE SCHEDULE

	SUN	MON	TUE	WED	THUR	FRI	SAT
U12							
U18 or Open							

PENDING

Dates/Times subject to change

TUMBLING

Tumbling classes will be mandatory this season. Tumbling class time is allotted specifically for working on tumbling; time is spent based on safe progressions utilizing foundations and the drills necessary to properly execute skills. This framework is applied from handstands up to and including twisting skills.

Each level's once a week tumbling class is included in the tuition for the all-star competitive teams. Prep level competitive teams do not have a tumbling class included in their tuition, however, drop in passes for tumbling classes can be purchased online.

The tumbling class schedule will be released at time of registration.

CROSS OVERS

MULTIPLE TEAM ATHLETE REQUIREMENTS

At the CIA Coach's discretion, an athlete MAY cross over to an additional team if they meet the following qualifications:

- Have parental approval to be a crossover athlete
- Meet the IASF/Cheer Canada age requirements for both teams
- Match the maturity level of the team
- Meet the tumbling requirements of the team OR
- Without tumbling requirements, the athlete must fill a specific need on the team i.e., flyer, base, third, tumbler

CROSS OVER FEE

Athletes will pay full tuition for their first team and a crossover fee for any additional competitive cheerleading teams they are placed on.

Athletes who are selected to be a part of a Summit/International Travel team will have a separate tuition cost which will differ from the Crossover Fee

POTENTIAL TRAVEL EVENTS

JamFest - Fargo, ND February 15th 2025
Warman Cheer Classic - Warman, SK March 7-9th 2025
Imagine - Calgary, AB February 3-4 2025
Sea to Sky Championships - Vancouver, BC April 5-6th 2025

Event will be determined by a majority vote. Votes will occur upon arrival at placement/tryout

The Cheerleading Worlds - April 2025 - Orlando, Florida *Pending Bid*
The Summit Championships - May 2025 - Orlando, Florida *Pending Bid*

****ATHLETES ON INTERNATIONAL TRAVEL/SUMMIT/WORLDS TEAMS MUST HOLD A VALID PASSPORT FOR THE 2024-2025 SEASON.****

ATHLETES AND ADULT GUARDIAN'S OF ATHLETE'S WHO ARE INTENDING ON PARTICIPATING ON COMPETITIVE TRAVEL TEAMS ARE ALSO HIGHLY ENCOURAGED TO HOLD A VALID PASSPORT.

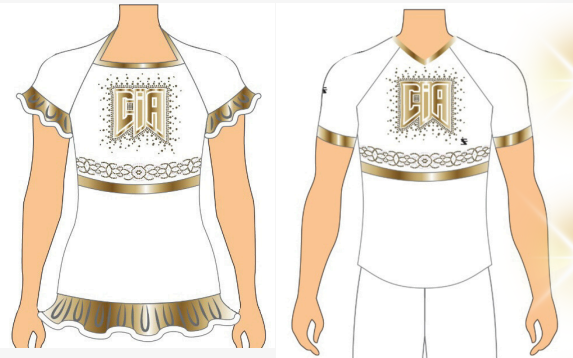
EVENTS MAY BE ADDED OR DELETED FROM THIS SCHEDULE BASED ON LOCAL COMPETITIONS AND BID EVENTS DATES THAT HAVE YET TO BE POSTED

THE 2024-2025 AGE GRID

Each year the IASF releases an age grid that dictates the divisions that athletes are eligible for based on their birth year. Below are the divisions and birth years for the 2024-2025 season:

U6 - Birth Years 2018-2020
U8 - Birth Years 2016-2020
U12 - Birth Years 2012-2017
U16 - Birth Years 2008-2013
U18 - Birth Years 2006-2011
Open L1-6 - Birth Years 2009 and earlier
Open L7 - Birth Years 2008 and earlier

UNIFORMS



Girls Prep Uniform - \$200.00 Plus Taxes
Dress and Gold Shorts

Boys Prep Uniform - \$200.00 Plus Taxes
Shirt and Shorts



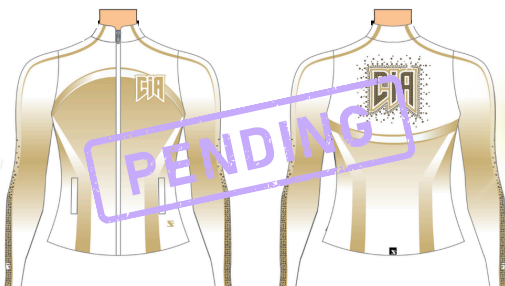
Girls Competitive Uniform - \$500.00 Plus Taxes
Long Sleeves, Top, Body Suit, Skirt

Boys Competitive Uniform - \$400.00 Plus Taxes
Shirt and Pants

Girls International Sleeves - \$130.00 Plus Taxes
Short Sleeves

OPTIONAL GEAR

More Items to come



Track Jacket - \$145 - \$170 Plus Taxes
Track Jacket
Final Design Pending



Zip Up + Jogger Set - \$145.00 Plus Taxes
Zip up hoodie and Joggers
Items will be sold separately as well

Prices are subject to change

FUNDRAISING

Sports and recreational activities can be expensive! Cheer Integrity Athletics has worked hard to find fun and innovative ways for families to fundraise and put money towards all things CIA. From uniforms to travel fees, tuition costs to gear purchases, fundraising can be used to offset many of the costs in your season!

As a non-profit organization, fundraising is an integral part of our success.



MANDATORY FUNDRAISING REQUIREMENTS/PROGRAM FUNDRAISING/VOLUNTEERING

This season CIA will be requiring fundraising/volunteering efforts from each of our families.

All families will be required to work a volunteer shift at the competition CIA will be hosting, and a shift at our Halloween social. A fee of \$75.00 per event can be paid in lieu of volunteering time.

Additionally, we are hosting one mandatory program fundraisers: Cash Calendars (september)

Families will be required to sell or purchase 4 calendars.

Program Fundraising: Online 50/50 June-December

Funds go directly to CIA to offset facility fees, equipment and facility supply costs such as: tape, toilet paper, paper towel ect.

FUNDRAISERS

Money raised from these fundraisers will be applied to Amilia accounts and can be used by athlete's for programs and items paid for on amilia.

Winnipeg Blue Bomber Parking
(summer 2024)

Spirit Survivor Raffle
(Draw held before Christmas)

Booster Juice
(October)

Old Dutch Chips
(Delivered in time for Halloween)

Utoffea
(October/November)

Chocolate Bars
(Spring)

Trivia Night
(TBD)

Market View Dental
(year round 10% back on services)

With the option to bring in more fundraising as the season progresses!

CIA

MORE THAN CHEERLEADING

Yes, cheerleading is the focus of what we do, but we are ultimately about inspiring our members to reach their greatest potential. We provide a safe space where individuals become united through cheerleading, where positivity radiates and encouragement is fostered. Everyone who joins us is encouraged to be who they are - free from social expectations, criticism and judgment.

CIA exists as a space where athletes feel welcomed, supported, and valued for who they are; athlete skillsets are a bonus.