



Parent Handbook

2025 - 2026



Handbook Overview

The 2025-2026 Parent Handbook is designed to clearly outline the expectations, guidelines, and requirements for all members of Elite Athletics Center. We encourage you to read through the handbook in its entirety and reach out with any questions you may have. It will serve as a valuable resource throughout the season, so please refer to it as needed. Any updates or changes to the handbook will be communicated promptly, and the most current version will always be available on the Elite Athletics Center website.

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A Message from the Owners

Welcome to Elite Athletics Center!

We're thrilled to have you join our program and become part of the EAC family! At Elite Athletics, we are committed to promoting physical fitness, social growth, self-discipline, and leadership through the power of competitive cheer and teamwork.

Our dedicated staff works hard to help each athlete reach their full potential by focusing on proper technique, form, and skill development across all areas of the sport. We strive to provide a training environment that is safe, structured, supportive, and—above all—fun.

When you join Elite Athletics, you're not just joining a team—you're becoming part of a family. A family rooted in **Effort, Accountability, and Consistency**.

To our new athletes: welcome to the EAC family! To our returning families: thank you for your continued support and for continuing to trust the process!

Coach Herm & Coach Jamie

Overview

Elite Athletics Center is a recreational competitive cheerleading program, requiring full dedication from both athletes and their families. We believe that by understanding and embracing the commitments involved, athletes and families can fully enjoy the rewards of being part of the EAC family. We invite you to thoroughly review this information packet, which outlines the expectations, commitments, and policies integral to our program.

Competitive cheerleading demands a significant time and financial commitment. Athletes are expected to attend regular practices, which may increase in frequency as competitions approach. We ask that athletes prioritize EAC over other extracurricular activities to maintain consistency and team cohesion. Competitive cheerleading involves various expenses, including tuition, uniforms, competition fees, travel, and other associated costs. EAC strives to provide transparent and detailed financial information to assist families in planning and managing these commitments.

All athletes and parents are expected to adhere to the policies outlined in the EAC Parent Handbook. These policies help to ensure the smooth operation of the program. The handbook serves as a valuable resource throughout the season, and any updates will be communicated promptly.

Evaluation Information

To participate in evaluations, please ensure the following steps are completed:

- ★ Online Registration: Complete the registration through our GoMotion platform.
- ★ Birth Certificate: Bring a copy of the athlete's birth certificate to evaluations. We are unable to make copies on-site.
- ★ Term & Conditions Form: Signed/Dated Elite Athletics Center Terms & Conditions Form. The form can be found on our website.
- ★ Financial Account Status: Ensure all outstanding debts are paid in full.

Evaluation Schedule

Date	Age	Time
Monday, May 19 th	8 – 11	6:00 – 8:30 PM
Tuesday, May 20 th	5 – 7	6:00 – 8:30 PM
Wednesday, May 21 st	12 – 18	6:00 – 8:30 PM
Thursday, May 22 nd	Walk-Ins (All Ages)	6:00 – 8:30 PM

Evaluation Day Procedures

- ★ Upon arrival, athletes and parents should check in. After verification of registration documents, athletes will be escorted into the gym for the evaluation session.
- ★ Only athletes are permitted inside the gym during evaluations. This helps to minimize distractions and allows athletes to perform to the best of their abilities.
- ★ Athletes are required to wear black-on-black attire (black top and black bottoms) and soft soled tennis shoes. Please avoid sandals, flip flops, crocs, or similar footwear. Hair should be neatly pulled back in a ponytail or bun. No jewelry or electronics are allowed.
- ★ Following evaluations, athletes will be assigned to evaluation groups based on their age and demonstrated skills. Athletes will receive notifications regarding their evaluation group placement by May 28th. Notifications will be sent to the email address provided during registration.

Evaluation Group/Team Information

- At Elite Athletics Center, joining our program means becoming a part of a dynamic and evolving team environment. Athletes will initially be placed into evaluation groups based on their age, demonstrated skill level during evaluations, and their work ethic and performance from the previous year. These evaluation groups serve as preliminary assignments and are not final team placements. Athletes must attend the evaluation group practices to be placed on a team. Practices will begin the week of June 9th.
- All athletes are required to attend the mandatory evaluation group practices. Active participation in these practices is crucial for coaches to assess skills, work ethic, and overall fit within potential teams. During these practices, athletes may experience adjustments within the evaluation groups. This process allows our staff to align athletes with groups that best match their strength and qualities to create balanced and cohesive teams.
- Teams are carefully structured to maximize performance across all skills and execution areas. Once the teams are finalized, they will be announced during our Team Reveal event, scheduled for the week of July 28th. This event provides athletes and families with the opportunity to meet coaches and fellow team members, fostering a sense of family and excitement for the upcoming season. The exact date and time of the Team Reveal will be communicated closer to the event.
- We want to remind everyone that cheerleading differs from academic progression; advancement is not guaranteed each year. Team placements are determined based on skill level, work ethic, and team needs. We have a strict policy against slander or negative comments regarding team placements. Such behavior undermines our community values and will result in dismissal from the program. Additionally, any threats to withdraw an athlete from a team or the program will lead to immediate dismissal.
- Elite Athletics Center staff reserves the right to make adjustments throughout the season in the following areas:
 - Athlete and Team Skill Levels:** We may modify an athlete's or team's skill level to align with performance goals and competition requirements. Such adjustments could lead to changes in an athlete's practice schedule.
 - Athlete Participation:** We have the authority to move, replace, add, suspend, or dismiss an athlete from a team or the program based on factors including, but not limited to attendance, conduct, skill development, financial standing, and/or parent relations.
 - Athlete Roles:** Decisions regarding the roles and positions of athletes will be made by the coaching staff to serve the best interests of both the individual athlete and the team.

These policies are essential for maintaining a structured, fair, and high-performing environment.

Parent Meetings

A parent or guardian **must** attend one of the scheduled mandatory introductory parent meetings with Elite Athletics Center staff. These meetings are essential for understanding program expectations, schedules, and other important information. Please choose the meeting that best fits your schedule; the content will be identical for both sessions.

Meeting Dates and Times

- Tuesday, June 3rd – 6:00 PM
- Wednesday, June 4th – 6:00 PM

Additional parent meetings will be scheduled throughout the year as necessary. It is mandatory for a parent or guardian to attend these meetings.

Gym/Team Communications



All parents are **required** to download the BAND app on their mobile devices for team communications. After evaluations, parents will be added to the **Storm 6 [EAC] 2025-26 Band group**. It is the responsibility of parents to regularly check BAND for the latest updates regarding the program, schedules, events, and more. Please note that any program information shared through BAND should be considered **confidential** and intended solely for Elite Athletics athletes and their families, unless stated otherwise.



Practices & Gym Rules

ALL PRACTICES ARE MANDATORY!

- Athletes are expected to arrive on time and be fully prepared when practice begins. Gym doors will open 10 minutes before each scheduled practice, allowing athletes time to enter and begin getting ready. This time should be used to change clothes, put on shoes, stretch, and mentally prepare for practice—not for socializing or playing with friends.
- It is extremely important that athletes are picked up on time after practice. A \$10 late pickup fee will be charged if an athlete is not picked up within five minutes of their scheduled end time. An additional \$1 per minute will be added for each minute beyond the initial five. **No exceptions** will be made. If the fee is not paid upon arrival, the fee will be charged to the athlete's account immediately using the payment information on file. Any unpaid fees must be settled with five calendar days, or a \$30 late fee will be applied.
- Summer practices take place during the months of June and July. During this time, teams will practice one (1) to two (2) times per week.
- Regular season practices will begin the week of August 4th. Teams will practice one 1-2 times per week, with additional practices scheduled 1–2 Sundays per month, depending on the team. It's important to stay up to date with the practice calendar, which we aim to release by the third Sunday of the preceding month.
- Practice schedules may be adjusted, or additional practices added at any point during the season to best meet the needs of the teams, with appropriate notice provided. In the event a practice is canceled, a makeup session may or may not be scheduled, at the discretion of the gym owners.
- In the event of inclement weather, please check BAND for updates regarding practice status.
- All practices are closed to parents and guests. Only coaches and athletes are permitted inside the gym unless specifically invited by Elite Athletics Center staff. Parents and guests are not allowed to communicate with athletes or coaches on the gym floor at any time.
- All athletes and parents are expected to respect and uphold the privilege of using the facility. **Gum, food, candy, and sodas are strictly prohibited in the gym area.** Only water or sports drinks are permitted. Please ensure all trash is disposed of properly, and bathrooms are kept clean and tidy.
- All electronics (cell phones, tablets, watches, etc.) must be turned off and placed in the electronics holder at the start of each practice. In case of an emergency, parents should contact the office to reach an athlete. Elite Athletics is **not responsible** for any damaged, stolen, lost or misplaced property.
- Jewelry is not permitted during practice, including earrings, bracelets, and other accessories. Athletes must remove all jewelry before entering the gym. Please refrain from allowing your child to get a new piercing during competition season.
- Long fingernails are not allowed at any time. Fingernails should be kept trimmed short.
- Athletes will be fitted for practice wear early in the season. It is essential to keep track of your practice wear, as athletes are expected to wear it at every practice, including crossovers.
- Athletes are required to wear Elite Athletics Center (EAC) apparel or black-on-black attire (black top and black bottoms) to classes and Sunday practices.

Attendance Policy

PLEASE DO NOT REGISTER IF YOU CANNOT COMMIT TO THE ATTENDANCE POLICY

- ★ At Elite Athletics Center, we have a strict attendance policy. Once an athlete is placed in an evaluation group or on a team, it is the athlete's responsibility to attend all practices. It is essential that **ALL** athletes attend every practice and competition. A team's success depends on consistent attendance, and missing athletes at practice can hinder the team's progress.
- ★ A master attendance record will be maintained throughout the season to track all absences and tardies.
- ★ Athletes will be allotted a total of five absences for the entire season. Any absences beyond this limit may result in dismissal from the program.
- ★ Athletes who arrive more than 5 minutes late to practice will be considered tardy. Three tardies will equal 1 absence. Athletes who arrive to practice more than 30 minutes late will be considered absent.
- ★ We understand that there may be occasions when athletes cannot attend practice due to a serious illness, funeral, school event, vacation, etc. We have allowed five absences for these situations. Please use these absences wisely.
- ★ If an athlete is unable to attend practice, they must notify Elite Athletics as soon as possible by submitting an Absence Form. The form can be found on BAND or on the website. Please avoid last-minute notifications, as coaches need time to adjust the practice plan or determine if a fill-in is necessary. If a doctor's visit is required for a sickness or injury diagnosis, the athlete must bring a doctor's note to the next practice. Additionally, please submit all planned vacations and absences at least two weeks in advance.
- ★ Cheerleading is a team sport and withholding your athlete from practice as a form of punishment for bad grades, bad behavior, or other reasons negatively impacts the team. Please consider alternative forms of discipline that do not affect the coaches or teammates, as this could result in dismissal from the team.
- ★ **Absolutely NO ABSENCES ALLOWED:**
 - the week of competition or two weeks prior to a national competition
 - mandatory camps or events
 - competition day(s)
- ★ Attendance for choreography camp is **mandatory**. The camp will take place in **late August and/or early September**. We will confirm the exact dates as soon as possible. Please plan accordingly to ensure full participation.



Competitions

- ★ Cheer is a team sport and requires a significant commitment. **ALL COMPETITIONS ARE MANDATORY!**
- ★ Elite Athletics Center staff will handle all communication with the event producers. Parents are not permitted to contact the event producers directly. Additionally, parents are not allowed in the coaching or warm-up areas.
- ★ The estimated competition fees range from \$600 to \$1,500 and covers the cost of competition registrations, coaches' fees, etc. The number of competitions during the season may vary depending on the team.
- ★ Competition fees are **NON-REFUNDABLE** and **NON-TRANSFERABLE**. **NO EXCEPTIONS!** Considerable effort goes into creating the competition schedule and preparing each routine. If your athlete is injured, sick, withdraws, or is dismissed from the program, we must rework the routine and prepare the team for the competition. As a result, competition fees will not be refunded even if your athlete withdraws from the program prior to competition or otherwise does not attend for any reason.
- ★ Transportation, lodging, and competition admission fees are not included in the competition fee. These expenses are the sole responsibility of the athlete and their family. Elite Athletics is not responsible for reimbursing these costs in the event of a cancellation, loss of skills, injury, or an athlete's dismissal from the program.
- ★ The tentative 2025-2026 competition schedule will be available by the end of August. Please note that all competitions are subject to change. If a competition is changed or cancelled, every effort will be made to replace it with a comparable event. We cannot guarantee teams within our divisions when attending competitions.
- ★ A competition info sheet will be released the week of competition, detailing the location, spectator pricing, arrival times, warm-up times, and performance times. This information will be provided as soon as the final schedule is released by the event producer. Final schedules are typically released between Wednesday and Friday, depending on the event producer.
- ★ A meeting location will be provided in BAND before each competition. The location will be shared at least 15 minutes prior to the scheduled arrival time. Athletes are required to meet their coaches at the designated meeting location by the arrival time listed on the competition info sheet. Athletes arriving after the specified competition arrival time will be charged a \$1 fee per minute, they are late. The fee will be automatically charged to the athlete's account using the payment method on file following the competition. Any unpaid fees must be settled within five calendar days, or a \$30 late fee will be applied.
- ★ Athletes must arrive mat-ready to each competition. This means they should be fully dressed in their uniform top, uniform bottom, uniform socks, competition hair, competition bow, makeup, and cheer shoes. Competition cheer shoes should be changed inside the venue. At no time may an athlete be partially in uniform.
- ★ All jewelry (earrings, nose rings, etc.) must be removed and kept out until after the awards ceremony. Please do not allow your athlete to get a new piercing during the competition season.
- ★ Your athlete's hair color must remain a natural color throughout the competition season. No blues, purples, pinks, greens, or other exotic colors will be allowed. Additionally, no hair jewelry is permitted.
- ★ No long fingernails are allowed at any time. Fingernails should be trimmed short with clear or no polish for competitions.
- ★ Athletes must be mat-ready to take the floor for awards. No electronics are allowed during awards.
- ★ All Elite Athletics athletes are **REQUIRED** to stay and show support for all teams competing on the day of the competition. No athlete should leave the competition until **ALL** award ceremonies are complete. Athletes who leave before the awards ceremonies are complete will forfeit any awards received and may face dismissal from the program.
- ★ If an athlete is not performing but attends a competition to show support and chooses to wear their uniform, they must be mat-ready. This includes wearing their full uniform, along with competition hair and makeup.
- ★ Athletes and parents are expected to always exemplify good sportsmanship and behavior during competitions. No one is permitted to approach any event staff (including judges), other team athletes, parents, supporters, or coaching staff to make negative or derogatory comments.



Practice Wear/Uniform

All uniforms and practice wear are custom-designed and produced exclusively for our program. Each athlete will be assigned a fitting day in June. Please make every effort to attend your scheduled fitting to ensure proper sizing and timely delivery.

Athletes will continue to use the same practice wear from the 2024-2025 season. For new athletes, the cost of the full practice wear set is \$90. If current athletes need to replace any items, the pricing is as follows:

- Practice Wear Top: \$50
- Practice Wear Bottom: \$40

All athletes will receive new uniforms for the 2025-2026 season. The cost of the new uniform is \$350.

Athletes are expected to keep their uniform and practice wear in good condition. The items need to be treated with care. They need to be hand washed in **COLD** water and laid flat or hung up to dry. **DO NOT USE FABRIC SOFTENER OR PUT THE ITEMS IN THE DRYER!!!**

Accessories

The accessories package consists of cheer shoes, competition bow, makeup, shirt, and warm up. The cost is \$325.

Gifts

A team gift fee will be collected periodically throughout the season. The estimated total for the year is \$200.

Please note: Gifts from Elite Athletics distributed at EAC-sponsored parties or events will only be provided to athletes who are present. Gifts will not be held or distributed later for those who are absent.

Summer Practices

It is essential that all athletes participate in summer training. Please avoid skipping summer training with the intention of joining a team in the fall. Athletes will miss valuable skills development that will be taught during this period. These skills are critical and will be incorporated into the team choreography for the upcoming season.

Crossovers

Athletes can crossover to an additional team but will always be considered a rostered member of their primary team first and foremost. Attendance at ALL practices for their primary and secondary team is required. Crossover athletes will be charged \$85 per month for monthly tuition from August to April.

Sportsmanship & Conduct

- ★ All athletes and parents are expected to promote friendship through support, encouragement, and respect. As a representative of Elite Athletics, showing respect for and good sportsmanship towards the coaching staff, other teams and event producers is always expected.
- ★ Negativity, gossip, pettiness, or hostility towards another athlete, staff member, or parent will **NOT** be tolerated and will be grounds for immediate dismissal.
- ★ If an athlete or parent is observed speaking negatively about, verbally assaulting, or threatening a team, coach, parent, or athlete, they will be addressed and/or asked to leave immediately. If the behavior continues, they will be removed from the program and will not be eligible to attend evaluations for the following season.
- ★ Misbehavior, profanity, unsportsmanlike conduct, disrespect, or physical abuse towards anyone in the facility or on social media will not be tolerated.

Social Media

- ★ All athletes and parents are expected to carry and conduct themselves with the utmost maturity on social media platforms (Facebook, Instagram, Snapchat, group chats, etc.). This includes, but is not limited to, social media posts, photos, interactions, and discussion boards. Any violation of this policy may result in dismissal from the program.
- ★ No bullying will be tolerated, either in person or on social media, texts, or group chats. Any athlete who engages in bullying will be dismissed from the program.
- ★ No team videos are allowed to be posted publicly on any social media platform (including YouTube) or any website without permission from the gym owners.
- ★ All choreography, including dances, stunts, music, etc., should be highly protected and not shared without proper authorization.

Logos & Proprietary Merchandise

Elite Athletics, team names, and its logos are considered proprietary and may not be reprinted on any apparel or other items for distribution or sale. All items featuring the Elite Athletics name or logo will be sold exclusively through our Pro Shop.



Parking

Please adhere to the following parking rules when dropping off or picking up your athlete:

- ★ No parking along the curb in the front of the building.
- ★ Park in a designated parking spot.
- ★ **DO NOT PARK** in the designated parking spots for Sterling Seal & Supply.
- ★ Athletes can be dropped off in the front of the building. Please do NOT block the roadway.
- ★ All athletes must be picked up at the back door. Please park in a designated parking spot and do not block the roadway.

Withdrawal

- ★ If an athlete decides to withdraw from the program at any time prior to the end of the season, written notice is required and must be sent to eliteathleticswsnc@gmail.com. Notices given to coaches will not be accepted.
- ★ Athletes have until August 1, 2025, to withdraw from the program without penalty.
- ★ If an athlete withdraws or is dismissed for **ANY** reason after **August 1, 2025**, a \$300 withdrawal fee will be immediately charged to the athlete's account using the payment method on file. Any unpaid fees must be settled within five calendar days, or a \$30 late fee will be applied.
- ★ All fees paid are **NON-REFUNDABLE** and **NON-TRANSFERABLE**.
- ★ Any payments made for practice wear, uniforms, accessories, or other items will be forfeited, including items paid for in full but not yet distributed.
- ★ Athletes that withdraw or are dismissed will not be eligible to attend evaluations for the following season.



Registration & Program Fees

PLEASE READ THROUGH ALL OF THE INFORMATION CAREFULLY PRIOR TO SUBMITTING REGISTRATION FEE AND PAPERWORK

2025-2026 SCHEDULE OF FEES

Date	Charge	Tiny	Elite
Due at online registration	Registration Fee	New Athletes: \$100 Returning Athletes: \$75	
06/01/2025	Practice Wear	New Athletes: \$90 Returning Athletes: \$0	
06/01/2025	June Tuition	\$85	\$100
06/15/2025	Uniform Fee	\$350	
07/01/2025	July Tuition	\$85	\$100
07/15/2025	Music Fee (includes Music License & Choreography)	\$275	\$275
08/01/2025	August Tuition	\$85	\$100
08/15/2025	Accessories	\$325	
09/01/2025	September Tuition	\$85	\$100
09/15/2025	Competition Fee (1 of 7)	*	*
10/01/2025	October Tuition	\$85	\$100
10/15/2025	Competition Fee (2 of 7)	*	*
11/01/2025	November Tuition	\$85	\$100
11/15/2025	Competition Fee (3 of 7)	*	*
12/01/2025	December Tuition	\$85	\$100
12/15/2025	Competition Fee (4 of 7)	*	*
01/01/2026	January Tuition	\$85	\$100
01/15/2026	Competition Fee (5 of 7)	*	*
02/01/2026	February Tuition	\$85	\$100
02/15/2026	Competition Fee (6 of 7)	*	*
03/01/2026	March Tuition	\$85	\$100
03/15/2026	Competition Fee (7 of 7)	*	*
04/01/2026	April Tuition	\$85	\$100
05/01/2026	May Tuition	\$85	\$100

*Competition Fees will be provided once the 2025-2026 Competition Schedule has been released.

Financial Policies & Information

- ★ All payments made to Elite Athletics Center are **NON-REFUNDABLE** and **NON-TRANSFERABLE**.
- ★ A debit or credit card must be provided during the registration process. We require every account to maintain an active debit or credit card on file to ensure timely payment collection of tuition and program fees. If the debit or credit card information changes, it is the parent's responsibility to update the account information in GoMotion and/or notify Elite Athletics Center immediately.
- ★ All tuition and program fees will be automatically drafted through GoMotion using the debit or credit card on file. Payments will be drafted on the corresponding due dates listed in the 2025-2026 Schedule of Fees in this parent handbook, unless otherwise approved by the gym owners.
- ★ A \$30 late fee will be assessed to an athlete's account for any payment made more than five calendar days past the due date.
- ★ Failure to meet payment deadlines without reasonable and fair communication will result in the athlete's loss of services (e.g., sitting out of practice) and/or dismissal from the program. Accounts delinquent by more than ten calendar days may result in the withholding of services, practice wear, uniforms, and other program-related items. If an account becomes delinquent by more than ten calendar days on two separate occasions during the 2025-2026 season, it will be grounds for immediate dismissal from the program.
- ★ Elite Athletics Center reserves the right to turn over all delinquent accounts to a collection agency. The parent and/or responsible party will be liable for all additional costs incurred because of the collection process.
- ★ Athletes must have completed the entire 2024-2025 season to be considered a Returner for Registration Fee purposes.
- ★ Tuition fees are due on the 1st of each month and will be automatically drafted from the payment method on file. Tuitions fees are **NOT** prorated for any reason. A sibling discount will be offered for tuition **ONLY**. Siblings must reside in the same household to qualify for the discount.
 - 1st child: Full price
 - 2nd child: 20% discount
 - 3rd child: FREE
- ★ Athletes who are not picked up within five minutes of their scheduled practice end time will be charged a \$10 late pick-up fee. An additional \$1 per minute will be added for each minute beyond the initial five minutes. NO exceptions will be made. If the fee is not paid upon arrival, the fee will be charged to the athlete's account immediately using the payment information on file. Any unpaid fees must be settled within five calendar days, or a \$30 late fee will be applied.
- ★ The estimated competition fees range from \$600 to \$1,500. These fees will be due in seven installments, payable on the 15th of each month from September 2025 through March 2026. The tentative 2025-2026 competition schedule will be released by the end of August. All competition dates and locations are subject to change. Competition fees are **NON-REFUNDABLE** and **NON-TRANSFERABLE**.
- ★ Athletes arriving after the specified competition arrival time will be charged a \$1 fee per minute, they are late. The fee will be automatically charged to the athlete's account using the payment method on file following the competition. Any unpaid fees must be settled within five calendar days, or a \$30 late fee will be applied.
- ★ If an athlete **withdraws or is dismissed for ANY reason after August 1, 2025**, a **\$300 withdrawal fee** will be immediately charged to the athlete's account using the payment method on file. **All fees are NON-REFUNDABLE and NON-TRANSFERABLE**. Any payments made for practice wear, uniforms, accessories, or other items will be forfeited, including items paid for in full but not yet distributed. Athletes who withdraw or are dismissed will not be eligible to attend evaluations for the following season.