

**ARE YOU READY TO BE  
A VILLAIN?**

# **CHEERVILLE**

**2025-26 ELITE PROGRAM  
INFORMATION PACKET**

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**MADISON, AL**  
119 Jetplex Circle  
Suite 101, Unit A  
Madison, AL 35758

# ELITE PROGRAM

## Competitive Teams

Take your cheerleading experience to the next level on an All Star Elite Team at CheerVille! Our elite team training is year-round and requires team effort, hard work, and dedication. Elite Teams are a great way to experience a competitive environment to build your athlete into a champion at CheerVille this upcoming season.

As part of the All Star Elite program, teams receive top quality choreography and music. They will practice twice a week, travel to regional and national competitions and will be eligible for post-season events. We compete amongst the top programs across the country!

Athletes interested in the All Star Elite Program will attend the 2025-26 **CheerVille tryouts taking place May 18-24**. The evaluation process will determine team placements for the new season. View more about this process in our 2025-26 Tryout Packet [HERE](#).



### ELITE ALL STAR (MONTHLY FEE)

<b>GIRLS</b>	<b>\$375</b>
<b>BOYS</b>	<b>\$260</b>
Athletes out of High School	<b>\$215</b>

### PAID IN FULL

<b>GIRLS</b>	<b>\$4065</b>
<b>BOYS</b>	<b>\$2900</b>

### CROSSOVER FEE (\$700 TOTAL)

<b>Due 08/15</b>	<b>\$350</b>
<b>Due 09/15</b>	<b>\$350</b>

### MEMBERSHIP PACKAGE

The Elite Membership is auto-drafted on the 1st of each month. Our membership includes:

- Monthly tuition
- Team tumble hour
- Choreography & Music
- Coaches fees
- Program apparel
- Practice wear
- Action Spirit Camp
- Event registration (excluding post-season events)

A sibling discount is offered to families with multiple children in the program. Boys also receive a discount.

### CROSSOVER INFORMATION

If your athlete is chosen to compete on two teams this season, you will need to pay a crossover fee for their second team. This will cover their choreography, event registration, coaches fees, and program apparel. If you are a crossover athlete between two post-season events, you are required to return home and attend your second team's practices leading up to your next post-season event.

### ADDITIONAL FEES

- Uniform
- Competition bow
- Competition lipstick
- USASF Athlete Membership (est. \$50)
- Annual Registration Fee: \$40  
*charged once per year*

### OPTIONAL FEES

- Nfinity Cheer Shoes : \$135
- CheerVille Warm Up
- CheerVille Backpack
- Additional All Star Tumbling Class  
*discounted to \$50/month*

## INVOICE & PAYMENTS

CheerVille requires a card to be on file for auto draft. We will run your payment on the 1st of every month. The only way to opt-out of keeping a valid card on file is to pay your season in full. There is no exception to this rule. You may make your payment prior to the first if you do not wish for your fees to be drafted using the card on file.

You will be emailed a statement on the 25th of each month as a reminder of the fees that will come out on the 1st. If your payment is declined, you will receive an email and/or a phone call. **If your account remains past due by the 10th of the month, you will receive a \$20 late fee and your athlete will be asked to sit out of practices and classes until the balance is paid.** *If you know in advance that a payment may need to be paid a few days late, email Michelle Rogers (mrogers@cheerville.com) so she can note your account. Late fees may apply.*

# UNIFORM PURCHASING INSTRUCTIONS

## ORDER YOUR UNIFORM ONLINE

Elite athletes will be sized for their uniform on Commitment Day. To order the Elite uniform, visit the CheerVille ProShop at [www.cheervilleproshop.com](http://www.cheervilleproshop.com). Please note our novice and prep uniforms are also for sale on the same site, so make sure you are purchasing the "ELITE" uniform as there is a price difference. The deadline to purchase your athlete's uniform is **July 15th, 2025**, to ensure it arrives before Showcase in November.

**Shipping Information:** New uniforms are a preorder item. Once you have ordered your uniform, it will ship directly to your house within 6-8 weeks after CheerVille places the initial uniform order.

A tax + shipping fee will be added on all uniform orders.

## Elite Program Uniform



## UNIFORM FEE

**TOTAL: \$560**

**\$400 (LEO)**

**\$160 (SKIRT)**

**\$65 (CONVERTER)**

\*only necessary if crossing between junior/senior teams.

## OPTIONAL ITEMS AVAILABLE IN THE PROSHOP



**CheerVille Rebel Mini Dream Bag**  
(optional)



**CheerVille Warm Up**  
(optional)



**CheerVille Rebel Navy Dream Bag**  
(optional)





## PRACTICE INFORMATION

### **WEEKLY PRACTICES - START THE WEEK OF JUNE 2**

Elite teams practice on a weekday once per week for 2 hours. An additional Sunday practice will be added to your schedule starting in August. **Athletes may not miss any team practices 2 weeks prior to an event.**

### **ATTENDANCE POLICY**

Attendance is very important to each team's success and we need consistent practices with the entire team to adequately perform our best at each competition. Athletes will be allotted 2 absences during the months of June and July. In order to be excused from a practice, you must contact your coach and Team Parent via email – coaches' contacts can be accessed through the TeamSnap.

Starting in August, CheerVille will allow athletes **3 absences** for the remainder of the season. The coaches will keep record of each absence as they arise and will document the date and reason for the absence. If an athlete exceeds the 3 absences during the season, they will be removed from the program for the remainder of the season. Refer to the policies you agreed to when signing your parent contract.

### **NEW THIS SEASON: MANDATORY TEAM TUMBLE HOUR**

All elite teams will participate in a mandatory team tumble hour each week. This will be structured exactly like a tumbling class, but athletes will be tumbling as a team. We will have a tumbling coach attending your team tumble hour to instruct the class, in addition to your team coaches. During this class, athletes will not be restricted to only working skills within their team's level. Athletes will be working on developing new skills based on their ability, regardless of their team's level. This hour will replace your 1 hour of All Star tumbling. If you wish to add an additional All Star class, you can do so through the parent portal for an additional \$50.00.



New for the 25-26 season, CheerVille will be bringing in Action Spirit to host a mass skills summer camp for Elite teams. Action Spirit will host 2 separate camps at CheerVille Hendersonville between the dates of June 17-20. You will find out your exact camp 2-day block (either June 17-18 or June 19-20) when you receive your team placement information. During this time, athletes will attend classes, led by the Action Spirit staff to work on fine tuning and improving technique in stunts, pyramids, baskets, jumps, and dance! The athletes will also be learning creative and innovative stunting elements that they will incorporate into their routine stunt sequences for the upcoming season. All Elite Teams will add an additional practice the first two weeks of June in preparation for the Action Spirit camp. Full details on these additional practice dates/times will be included in your team placement email.

# WHO DO I DIRECT MY QUESTIONS TO?



## Pat Ballew

Gym Manager  
Madison, AL  
[pballew@cheerville.com](mailto:pballew@cheerville.com)

### Gym Manager

If you have any location-specific questions such as classes or personnel, please reach out to your gym manager.

### Team Parent

Questions about practice schedules will be directed to your team parent. You will receive their contact information after team placements.



## Michelle Rogers

Accounts Manager ([mr Rogers@cheerville.com](mailto:mr Rogers@cheerville.com))  
Questions about invoicing and payments.



## Joey Mastrocola

All Star Director ([jmastrocola@cheerville.com](mailto:jmastrocola@cheerville.com))  
Questions about individual athlete concerns or All Star related issues.



## O'Shea Parker

Operations Manager ([oparker@cheerville.com](mailto:oparker@cheerville.com))  
Questions about room blocks for travel events, and apparel.

## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE COMMITMENT FOR THE TEAM?

Elite teams are a year-round commitment. The season runs from June-May and events begin in November.

### WHEN IS CHOREOGRAPHY?

Choreography will be scheduled to take place in late summer/early fall.

### EXTRA PRACTICES?

Coaches may call an extra practice if they feel the team needs more attention leading up to an event. Additional practices leading up to an event are mandatory and will not be excused.

### CAN I MISS AN EVENT?

Your athlete is required to attend ALL events on their respective 2025-26 event schedule. They may not miss any event during the season. You will not be allowed to miss any practices within two weeks of an event. This includes practices that are scheduled before or during fall or spring break should there be an event during that time. You will receive a parent letter the week of each event with full details for that day/weekend (including meet & compete times). Expect this to come no earlier than Wednesday of that week.

### WHAT IS THE USASF?

The USASF stands for The United States All Star Federation, which is the governing body for club cheer and dance teams. Each athlete is required to have their own USASF membership profile in order to participate in any USASF sanctioned events. The annual membership fee is an estimated \$50.00 (Ages 17 and under) and \$70.00 (Ages 18+). Parents/guardians will pay this fee directly to the USASF when setting up their profile or renewing an already existing profile. Instructions on setting up, renewing, or transferring athlete accounts will be emailed out after the season begins. You can setup/renew your USASF account starting June 1st, 2025. Athletes 18+ will be required to complete a background check and safety training course through their USASF profile. Questions regarding your USASF membership can be directed to our All Star Director, Joey Mastrocola, at [jmastrocola@cheerville.com](mailto:jmastrocola@cheerville.com).

## ***CAN I PARTICIPATE IN FUNDRAISERS TO PAY MY FEES?***

We will offer fundraising opportunities throughout the entire season to help offset some of the fees that are due during the season. If you choose to take advantage of the fundraisers, you will still need to keep your account current until the profits are applied. This includes participating in GN Funding, etc. CheerVille will not carry over any balances while waiting for funds to be received. More information on fundraising opportunities will be emailed throughout the season. We also offer a sponsorship letter to take to local businesses as an additional opportunity to offset the season's costs.

## ***CAN MY ATHLETE PARTICIPATE IN SCHOOL CHEER?***

CheerVille allows athletes who are a part of our competitive All-Star program to participate in school cheer. We are willing to discuss scheduling conflicts with the school sponsor as they arise. However, if we cannot come to an agreement, the athlete is always expected to attend their All-Star practice or event with CheerVille. We ask that parents be proactive in discussing these arrangements with their school sponsor before a conflict arises. This includes games and competitions.

## ***WHEN WILL THE GYM BE CLOSED?***

For location-specific closures, please see the "Gym Closures" tab on our website at [www.cheerville.com](http://www.cheerville.com)

## ***CAN I RECORD MY ATHLETE'S ROUTINES AT EVENTS?***

Videotaping and photography are strictly prohibited from the VIP section, priority viewing section, or any area that may obstruct the judges' view at events. We provide videos of each routine on our CheerVille YouTube channel. We will have a video link sent with all team performances after each event.

## ***SICKNESS POLICY***

If your athlete is experiencing a fever or tested positive for a contagious sickness, they will be excused from practice with a doctor's note. If you need to miss a practice for sickness, or any other reason, you must contact your coach and Team Parent via email. These contacts can be accessed through your team's TeamSnap. If your athlete continuously misses practice and it begins hurting the team's progress and overall success, they may be removed from the team.

## ***WHAT IF OUR FAMILY HAS A PREVIOUSLY SCHEDULED TRIP?***

If your athlete has potential scheduling conflicts for a school obligation, or family vacation, this will need to be communicated the first week of practice. You must contact your coach and Team Parent via email – coaches' contacts can be accessed through TeamSnap.

## ***WHAT IF WE DECIDE TO QUIT THE SEASON?***

CheerVille requires a vital commitment from each and every team member, their parents, and our coaches. To help ensure this level of dedication from everyone, we have implemented a fee charged to any athlete who quits their team after July 1. The amount of this fee is \$500 and will be immediately applied to one's account if they are to quit for any reason. If your auto pay declines these fees, you will need to refer back to the policies you signed when setting up your account. You will not be refunded any fees paid to CheerVille. You will also not receive practice wear or other attire if they have not been received by the time of removal.



## TRAVEL EVENTS

All of town competitions are "stay to play" which means we are required to book rooms within a block the competition has provided. Please do not book a room for any event until we send the information to you. Always book refundable flights for any competition as schedules and rosters are subject to change at any time.

**Friday Night Practices:** Certain national events will require an early arrival for a Friday night practice. This information will be communicated on the CheerVille event schedule upon release.

**NCA Nationals:** Each year, CheerVille will attend NCA Nationals. Due to the size of this event and the level of competition, CheerVille will be extremely selective when choosing which teams will be eligible to attend this event. Eligible teams will be announced later in the season and a breakdown of additional fees to attend NCA will be communicated to all teams selected.

**Post-Season Events:** All elite teams will compete at events throughout the year that will award bids to a post-season event such as The Regional Summit, The Youth Summit, and The D1 Summit. All elite teams are eligible to receive a bid. In the event that your team receives a bid to a post-season event, information will be emailed to you regarding additional post-season fees, payment deadlines, and trip information. All athletes are expected to participate in their post-season event. Please do not make any travel arrangements until after you have received information from CheerVille. If you are a crossover athlete between two post-season events, you are required to return home and attend your second team's practices leading up to your next post-season event.

# ***VILLAINS DO IT BETTER***



# CHEERVILLE

## LEADERSHIP & MANAGEMENT TEAM



**Michelle Rogers**  
**Accounts Manager**  
mrogers@cheerville.com



**Joey Mastrocola**  
**All-Star Director**  
jmastrocola@cheerville.com



**O'Shea Parker**  
**Operations Manager**  
oparker@cheerville.com



**Chelsea "Cheech" Hendrickson**  
**Gym Manager: Mt. Juliet**  
chendrickson@cheerville.com



**Malik Briggs**  
**Gym Manager: Hendersonville**  
mbriggs@cheerville.com



**Shannon Carnes**  
**Gym Manager: Nolensville**  
**All Star Coordinator**  
scarnes@cheerville.com



**Shaniquia Anthony**  
**Gym Manager: Gallatin**  
santhony@cheerville.com



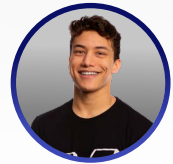
**Jenna Lambert**  
**Gym Manager: Ohio**  
jlambert@cheerville.com



**Pat Ballew**  
**Gym Manager: Madison**  
pballew@cheerville.com



**O'Shea Parker**  
**Program Manager: Bowling Green**  
oparker@cheerville.com



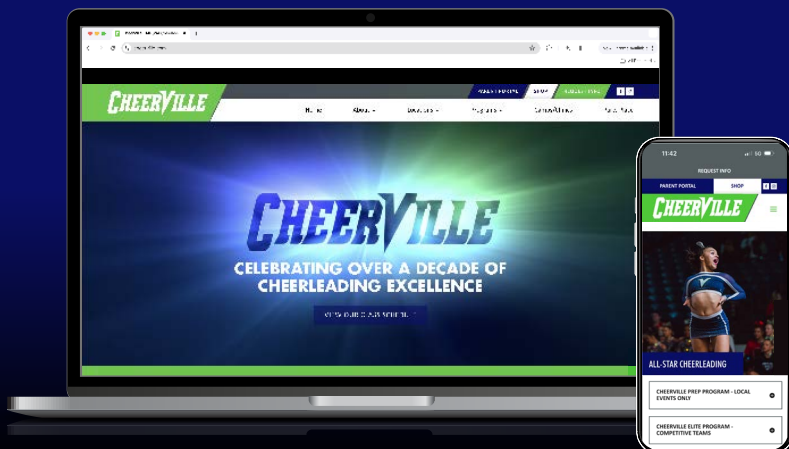
**Javen Forman**  
**Gym Manager: Bowling Green**



**Katie Lindsey, BJ Lindenberger, Jamie Byrd**  
**CO-OWNERS**  
klindsey@cheerville.com

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