

**2018-19**  
**Season Pack**



**SA Academy**  
**welcomes you to**  
**Season 12!**

# Welcome to the SA Family

Home to the UK's first and  
only NCA National  
Champions and Programme  
of the Year 2017.



Thank you for your interest in the SA Academy  
competitive programme.

We can't wait to welcome you as we start our journey into Season 12.



## Programme Philosophy

Here at the Academy we hope to progress not only you/your child's athletic ability but also promote important life lessons such as **COMMITMENT, SPORTSMANSHIP, RESPONSIBILITY, RESPECT FOR SELF and OTHERS.**

It is our goal to create an atmosphere for athletes to develop lasting friendships, self-confidence, a strong sense of gym pride and great memories that will carry forever.



## Why choose SA?

The Academy is one of the most decorated programmes in the UK with over 55 National Champion titles in just the past 2 seasons and countless Grand Champion and Regional Championship titles across both Dance and Cheer.



Our athletes are trained to reach their fullest potential, but more so, they are taught to work together for a common goal.

Training at the Academy is designed to challenge our athletes and dancers, all in a positive, safe and supportive atmosphere.

This season we will offer All-star Cheer teams across all levels, Prep teams and Dance teams in Jazz, Lyrical/Contemporary and Hip Hop, as well as numerous travel opportunities. There is something to suit everyone at SA Academy.



"The friendships, coaching, mentoring and memories my daughter has gained through being part of the SA family over the last few years has been life changing. She has fun, trains hard and has had opportunities and gained life skills which will serve her well into the future. The coaches are committed to getting the best from their athletes and will coach and develop every single one to reach their potential. It's great to be part of an extended family." – Beckie Watson, athlete parent.

# Welcome to the family!

# Coach and Contact Info

Here at the Academy you will find some of the UK's most talented, dedicated and influential coaches. All coaches are fully qualified, DBS checked and First Aid trained.

Many of our athletes have also been trained and grow up to become strong leaders and junior coaches within the Programme.



Programme Director:

**Sharon Gray**

[sharon@sadanceandcheer.co.uk](mailto:sharon@sadanceandcheer.co.uk)

Cheer & Gym Director

**Lauren Gray**

[lauren@sadanceandcheer.co.uk](mailto:lauren@sadanceandcheer.co.uk)

Dance Director:

**Rebecca Gray**

[beckie@sadanceandcheer.co.uk](mailto:beckie@sadanceandcheer.co.uk)

**Contact numbers:** 07711292728 / 01902 491033

**Website:** [sharonanncheeranddance.co.uk](http://sharonanncheeranddance.co.uk)

**Facebook:** Sharon Ann Academy of Cheer and Dance

**Twitter/Instagram:** sa\_academy97

The coaches will be happy to speak with you regarding your child's progress or any concerns you may have. Contact via email is the preferred method of communication as we may not always be available to answer your questions during training hours. Our priority is making sure our coaches are fully present for athletes, so please do not be offended if we ask you to send us an email.

## Keeping up with everything SA

Here's all the different ways to keep up to date with everything at the Academy:

- Join your teams Facebook group – search your team name followed by 18-19
- Download the Team App straight to your smartphone
- Whatsapp groups for every team
- Text message Reminders

Newsletters will be updated frequently on the website. It is important that you keep up to date with these so as not to miss out on any important deadlines or information.

# 2018 – 19

## SA TEAMS & DIVISIONS

Below are the proposed teams and divisions that we plan to field for the upcoming season. Divisions may be altered or additional teams created, depending on the need to field different teams following tryouts. Athletes ages for all Tiny – Senior team divisions are determined by their age as of 31<sup>st</sup> August 2018. For example, an athlete that turns 9 in September will still be eligible for the mini division for the entire 18-19 season. For International Open teams, athletes need to be age 14 and above by 31<sup>st</sup> December 2019. The genre of Lyrical or Jazz for each team will be decided after tryouts along with the division for Senior (Ascension).

### Allstar Cheer

Team Name	Division	Age Range
SA Twinkles	Tiny Level 1	5-6 years
SA Snowflakes	Mini Level 1	6-8 years
SA Spirit	Youth Level 1	8-11 years
SA Synerfy	Youth Level 2	8-11 years
SA Energy	Junior Level 1	8-14 years
SA Elite	Junior Level 2	8-14 years
SA Extreme	Senior Level 3	10+
SA Cruyh	International Open Co-ed Level 5	14+

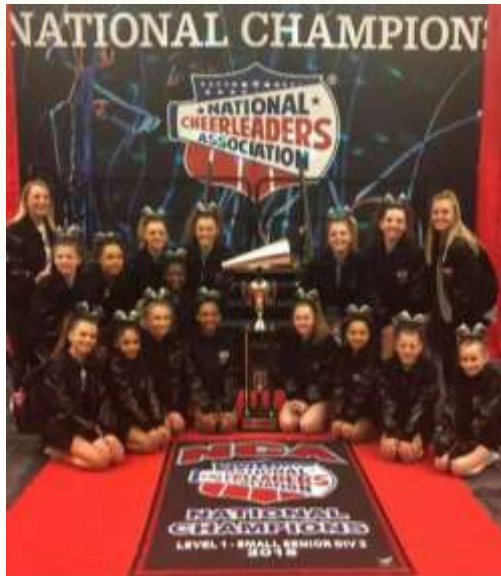
### Prep Cheer

Team Name	Division	Age Range
SA Genesis	Youth Prep Level 1	Age 6-11 years
SA Evolution	Senior Prep Level 1	Age 12-18 years

### Allstar Dance

Team Name	Division	Age Range
SA Illusion	Mini Lyrical	Age 6-9 years
SA Avalanche	Mini Hip Hop	Age 6-9 years
SA Intensity	Youth Jazz	Age 10-12 years
SA Pinnacle	Youth Jazz	Age 10-12 years
SA Thunder	Youth Hip Hop	Age 10-12 years
SA Supreme	International Open Lyrical and Jazz	Age 14+
SA Cyclones	International Open Hip Hop	Age 14+





## Travel Teams

This season we plan to create more international competition experiences for our athletes.

Following the incredible success of SA Reign, the UK's first ever NCA National Champions, we will once again be fielding an Allstar team to attend the Summit in the States during April 2019. Team

placements will be announced in September after Summit tryouts.



"I've had so many opportunities since joining SA such as going to Texas to compete in the biggest Cheerleading competition in the World. I was also selected this year to compete as part of Team England at the ICU World Championships in Florida. It has been such an honour joining the Academy and I would recommend it to anyone" – Missy Holder (athlete).

## Dance Worlds



We have been fortunate enough to represent England at the Dance World Championships five times in Orlando, Florida. Each year our Senior Jazz team, SA Supreme, have secured a spot in the Top 10 at this highly prestigious event. Supreme have successfully gained another Partial Paid bid in Lyrical and an At Large bid in Jazz, therefore will be competing in both categories at Dance Worlds 2019.

# Training Schedule

Brand new training schedule for 2018-19.

## Allstar Cheer Teams

All competition team members must participate in both a tumbling class and team practice each week. Athletes who are injured or not committed to an upcoming competition must still attend training to maintain conditioning and skill level. Please note that leading up to any competition, additional mandatory training may be called at any time, on days outside of usual training days. Also, the occasional Sunday training date will be added to the timetable leading up to competitions. These are clearly outlined on the commitment forms, which are due at the start of every season.

The timetable below may still be subject to change. We will do our utmost to communicate any changes to you within sufficient time. Athletes are placed into gym groups based on their tumbling ability at tryouts or their availability to attend classes due to scheduling clashes.

Team	Division	Training Day & Times
Spirit	Youth Level 1	Tuesday 5-7pm
Energy	Junior Level 1	Wednesday 5-7pm
Crush	IOC Level 5	Wednesday 7-9pm & Friday 7-8:30pm
Elite	Junior Level 2	Thursday 5-7pm
Snowflakes	Mini Level 1	Saturday 9:30-11:30am
Twinkles	Tiny Level 1	Saturday 11-12:30pm
Extreme	Senior Level 3	Saturday 11:30-1:30pm
Synergy	Youth Level 2	Saturday 1.30-3.30pm

Classes	Appropriateness	Days and Times
Flyers stretch class	Compulsory class for all flyers	Saturday 2-3pm or 3.30-4.30pm
Gym Group 1a	Level 1 tumblers	Saturday 12:30-2pm
Gym Group 1b	Level 1 tumblers	Saturday 2-3.3pm
Gym Group 2	Level 2 tumblers	Saturday 3.30-5pm
Gym Group 3	Level 3 tumblers	Saturday 5-6.30pm
Gym Group 4	Level 4 tumblers	Friday 5-6.30pm
Gym Group 5	Level 5 tumblers	Friday 6.30-8pm



## Allstar Dance Teams

All team members of our Jazz and Contemporary/Lyrical teams must take compulsory classes in Ballet and a technique class in addition to their team practice. All Jazz members will train in lyrical and jazz as from this season with one routine for competition entry and the other for showcase. Hip Hop teams train once a week.



The occasional Sunday practice may also be added to the timetable in preparation for competitions. These will be clearly listed on the team commitment forms. Please note, additional mandatory training may be called at any time, on days outside of normal practice hours. Days and times are still subject to change.

Team	Class	Days and Times
Illusion	Ballet Team Practice Stretch and technique Team Practice	Wednesday 5-6pm Wednesday 6-7pm Saturday 12.30-1.30pm Saturday 3.30-4.30pm
Intensity	Stretch and technique Team Practice Team Practice Ballet	Thursday 5-6pm Thursday 6-7pm Saturday 10-11am Saturday 11-12pm
Pinnacle	Stretch and technique Team Practice Team Practice Ballet	Tuesday 5-6pm Tuesday 6-7pm Saturday 10-11am Saturday 12-1pm
Supreme	Lyrical Team Jazz Team Stretch and technique Ballet	Monday 6-7.30pm Monday 7.30-9pm Wednesday 5-6pm Wednesday 6-7pm
Avalanche	Team Practice	Friday 5-6pm
Thunder	Team Practice	Friday 6.30-7.30pm
Cyclones	Team Practice	Thursday 7-8pm



## Prep Teams

We feel so passionately about the benefits of participation in cheerleading, that we want to make our competition experience accessible to more young people. We realise that not every family can commit to the amount of time and expense that is required to be on one of our All-star competition teams, so we are offering an alternative that will hopefully open up more opportunities to more people.



The general format of prep teams are:

- Prep teams only compete twice a year at local Birmingham competitions and perform in our annual Summer and Winter Showcases.
- The senior prep team, Evolution, train for 2 hours and our Youth prep team, Genesis, for 1 ½ hours, once a week.
- There is an optional extra tumbling class, which is not compulsory but recommended to attend as often as possible.
- Competition uniforms cost between £80-100.
- Advanced skills are not necessary to gain a place on the team. We only ask that athletes are committed and driven to work hard and gain new skills.

Training times are as follows:

Team	Class	Training day and time
Genesis	Team Practice	Thursday 5-6:30pm
Evolution	Team Practice	Thursday 6:30-8:30pm
Prep Gym (optional)	Tumble Class	Thursday 6.30-8pm

# Competition Schedule

Below is the provisional competition schedule for the 2018-19 season. Please note that all competition dates are subject to change and we recommend that any hotel bookings are done so on a refundable basis. Competitions are split into Autumn/Winter and Spring/Summer events. Athletes must commit to and attend all competitions and events scheduled within one block (exception- Prep teams). Extra competition dates may be added for travel teams in order to help with their preparation.



## Autumn/Winter Events

Event	Location	Date	Teams Competing	Registration Fees
Winter Showcase	Telford International Centre	2 <sup>nd</sup> December	All teams	Spectator Tickets: £15 PP Under 2 Free (Must sit on lap)
Winter Wonderland – Future Cheer	Crowne Plaza Resort, Colchester, Essex	8 <sup>th</sup> & 9 <sup>th</sup> December	All All-star teams (Competing days TBC)	£31 1 <sup>st</sup> Entry £22 Crossover £20 Adult 1 day £30 Adult weekend £10 Child 1 day £20 Child weekend
Circus Spectacular – Future Cheer	Sheffield	2 <sup>nd</sup> & 3 <sup>rd</sup> March	All All-star teams (Competing days TBC)	£31 1 <sup>st</sup> Entry £22 Crossover £20 Adult 1 day £30 Adult weekend £10 Child 1 day £20 Child weekend
Dream Extreme – Legacy Cheer and Dance	Arena Birmingham	23 <sup>rd</sup> & 24 <sup>th</sup> March	All All-star teams and Prep teams (Competing days TBC)	£38 1 <sup>st</sup> Entry £22 Crossover £22 Adult 1 day £35 Adult weekend £18 Child 1 day £25 Child weekend

## Spring/Summer Events

Event	Location	Date	Teams Competing	Registration Fees
Live Your Legacy – Legacy Cheer and Dance	Genting Arena, Birmingham	15 <sup>th</sup> June (TBC)	Prep Teams	TBC
Nationals Showdown	Ormiston New Academy	16 <sup>th</sup> June	All Teams	TBC
Jamfest Europe – Jam Brands	Echo Arena – Liverpool	22 <sup>nd</sup> & 23 <sup>rd</sup> June	All All-star teams (Competing days TBC)	TBC
FC Internationals – Future Cheer	BIC – Bournemouth	5 <sup>th</sup> – 7 <sup>th</sup> July	All All-star teams (Competing days TBC)	TBC



For events over two days, athletes are normally only required for one day of competition. This will be communicated to you as soon as the event providers release their block schedules. Divisions have been known to move to different days, after the block schedule has been released due to unforeseen event registrations. Therefore, we always urge you to book hotels on a refundable basis. Crossover athletes may be required for the whole weekend depending on how the divisions are split across the weekend.



## Team Formation

Teams are constructed to score as high as possible in competition. Cheer team's scores are based on a number of factors including: tumbling, stunting, jumps, dance and overall technique. Therefore, when constructing the team, coaches will look at all facets of an athlete's ability level, NOT just what tumbling skills the athlete can execute. The number of places available on a given team, will be dependent on the number of at-level stunt groups that can be formed from the pool of athletes present at the tryouts. Dance teams will be formed on technical and stylistic qualities to bring together the best combination of dancers for the success of that team.

## Crossovers

Athletes will be permitted to crossover to one additional cheer team and one additional

### Crossovers will be considered for:

- The need for additional flyers/bases on a team
- Athletes with exceptional stunting/tumbling skills above their age division
- When there are spaces left on teams after all age-appropriate athletes have been placed

dance style. This means athletes that compete in both cheer and dance will only be permitted to be on a total of 4 teams. Throughout the season, rare circumstances may permit an athlete to compete on more than the crossover limit set at tryouts (i.e. in case of injury). Crossover places will be limited and decided at the coaches discretion. Please do not be disheartened if you are not given a crossover place at tryouts, as more positions may come up through the season.

# Tumbling Requirements

At the academy we place a lot of emphasis on our athletes gaining and developing tumbling skills. Where possible, we try to form teams with 100% team participation in level appropriate tumbling.

Therefore, an athlete's tumbling ability at tryouts will have a large bearing on where they are placed within the programme. Every athlete who attends tryouts is expected to be able to perform basic tumbling skills such as forward roll, backward roll, cartwheel, handstand and bridge. These basic skills indicate that an athlete possesses enough athletic skill and strength to undergo the intensity of training that is expected of them. It should be noted that tryouts are used to evaluate athletes' current skill level and that coaches will take into account athletes' potential to obtain new skills throughout the season that they have not yet currently mastered.

The academy has a fantastic recreational programme to develop athlete's basic cheer and tumble skills to prepare them for tryouts.

**As a programme our aim is to develop athletes overall ability and will place athletes on teams where we think they will grow the most. An athlete with weak tumbling but strong stunting skills may be placed on a higher level team, where similarly a high ability tumbler with low level stunting skills may be placed on a lower level team.**

Below is a list of tumbling skills that we would look for in each level. Note, this is not a complete list of skills. (Athletes placed on Vengeance (level 4.2) will require level 2 tumbling skills).

## Level 1:

Forward Roll  
Backward Roll  
Cartwheel  
Front Walkover  
Back Walkover

## Level 2:

Back handspring (BHS)  
Running BHS  
Back walkover BHS  
Speciality pass to BHS

## Level 3:

Multiple standing BHS  
Jump to BHS  
Running tumble to Tuck  
Punch front/arial through to tuck

## Level 5:

Jump to tuck  
Standing BHS to full twist  
Running BHS to full twist  
Double full  
Standing full  
Speciality passes to full/double

## Dance Skill Requirements

Below are a list of typical skills that we would look for to place dancers on to appropriate teams:

Team/Division	Skill Requirements
Mini Contemporary/Lyrical (Illusion)	Single pirouette, one fouette turn, stag leap, split leap, firefly jump
Youth Jazz (Intensity)	Double pirouette, 3 fouette turns, stag leap, split leap, firefly jump, calypso
Youth Jazz (Pinnacle)	Triple pirouette, 5 fouette turns, turning fouette turns, split leap, calypso, switch leap
Senior Jazz (Ascension)	Double pirouette, 5 fouette turns, split leap, switch leap, calypso
Senior Lyrical/Contemporary (Supreme)	Triple pirouette, quad pirouette, turning fouettes, fouette combos, split leap, switch leap, calypso, advanced leaps
Hip Hop	Dancers will be assessed on ability, style, performance skills and rhythmic interpretation of music. Hip Hop tricks such as head springs and kip ups.



# Attendance Policy

## Commitment

The academy has a strict attendance and commitment policy for all competition team members. We ask that all athletes consider if they are able to fully commit their time to the team and the programme before signing up for the season. Athletes are required to be at ALL practices. Due to the team aspect of All-star Cheer and Dance, the absence of just one team member can greatly impact the effectiveness of that practice for the entire team.

All athletes are required to complete a commitment form for their team for each half of the season. All training dates that the athletes are required to attend will be displayed on these forms, for which athletes and parents/guardians will sign to say that they commit to all of the training that is required. If there is a date that you know in advance that you are unable to attend, we ask you to indicate this on your form. These pre-notified absences may result in you losing your place on the team, depending on how many dates you will be absent for and their proximity to competitions. Therefore, we ask that you only take time out of training when absolutely necessary.

After you have completed and signed your commitment form, no other absences will be allowed from training apart from the following reasons:

- Family funeral
- Family wedding
- Graded school event
- Contagious illness

Athletes who do not adhere to our strict attendance policy, risk losing their position on their respective team/s with absolutely no refunds for any fees paid up front.

# Training Costs and Membership Fees

## Membership Fees

All new and returning athletes must pay a membership fee at the start of each season. From your membership you will receive your SA training kit. Membership fees are also used to cover the costs of team music (bought custom from the US). This year we have given athletes an option for kit that they would like to receive from their membership. See below:

Membership type	Cost	Items to receive
All-star Cheer & Dance membership	£70	T-shirt and shorts
All-star Cheer & Dance membership	£75	T-shirt and leggings
All-star Cheer & Dance membership	£90	T-shirt, shorts and leggings
All-star Cheer Boys membership	£60	T-shirt
Prep team membership	£60	T-shirt (can upgrade membership to receive additional training items)
All-star Dance only membership	£50	T-shirt and shorts
All-star Dance only membership	£55	T-shirt and leggings
All-star Dance only membership	£70	T-shirt, shorts and leggings

Please place your membership fee in an envelope, labelled with your athletes name and sizes that you require for your kit. This should be paid at the time of registration for tryouts.

## Training Fees

This season training fees will be divided into 12 equal payments to cover all training time from the Summer term all the way through to the end of the season in 2019. All fees must be paid by standing order set for the 1<sup>st</sup> of each month. Payments that do not come through by standing order will incur a late payment charge and may result in loss of place on the team. Standing orders will begin on 1st August 2018.

Training fees will be as follows:

One All-star Cheer Team (excluding Cru5h)	£60 pm
Crossover All-star Cheer Team	£30 pm
One All-star Jazz Team (excluding Supreme)	£65 pm (£5 concession for cheer members)
Hip Hop Team	£19 pm
Prep Team (Genesis)	£35 pm
Prep Team (Evolution)	£45 pm
Cru5h athletes	£70 pm
Supreme Lyrical and Jazz Dancers	£70 pm (£10 concession for cheer members)
Supreme Lyrical dancers	£65 pm (£10 concession for cheer members)
Supreme Jazz dancers	£65 pm (£10 concession for cheer members)

## Competition Fees

Competition entry fees are paid for in blocks, with staggered payment dates for remaining crossover fees and spectator tickets. We do not have all of the registration fee information from the event providers for next season so can only give you an estimate on how much these fees will be. The first instalment will be collected in early September, with athlete commitment forms, to cover all first team entries to events in the Autumn/Winter season. The second instalment will be collected in February, for first team entries to all competitions in the Spring/Summer season. Dates for collecting spectator ticket fees and crossover entries will be communicated to you via the newsletters.



# Kit and Apparel

## Competition Uniforms

The current SA Allstar competing uniform will stay in use for the entire

2018-19 season, including Crush team members. A new competition uniform

will be designed ready for the start of

the 2019-20 season. All returning

members will need to purchase a new competition bow,

which will be changing for this season. For new athletes

the uniform costs are as follows:



SA All-star Competition Uniform	£195	£100 deposit to be paid in August £95 balance to be paid in October
SA All-star Competition bow	£25	Fee to be collected in September
SA Prep team uniform	£80-100 (price TBC)	£50 deposit to be collected in September Balance to be paid in October
SA Crush Girls Uniform	£215	£100 deposit to be paid in August £115 deposit to be paid in October
SA Crush bow	£25	Fee to be collected in September

All dance team members will be required to purchase their team costume from DanceMania. Price of costumes will be different for each team depending on design. All dancers must visit Dancemania to pay a deposit and be measured between 16<sup>th</sup> and 28<sup>th</sup> July.



## **Training Kit**

Non-compulsory optional extra training kit will be available to order from September. Extra items available will include: sweatshirts, cropped jumpers, vest tops, varsity jackets, team tee's and baseball shirts. Designs and a price list will be available in the Summer.

## **Shoes**

All athletes must purchase all-white cheerleading trainers. These shoes must be worn to all practices and competitions. Whilst we realise that Cheerleading is a costly sport, we recommend but do not insist, that you make an investment in a high quality pair of trainers. Athlete's trainers are the only piece of equipment that they take with them on to the competition floor and greatly impact their ability to tumble and execute their routine. Excel Cheer Centre is a recommended company to purchase your shoes from. We also ask that you do not purchase the Nfinity Titans in order to keep a uniformed look across our athletes. All jazz dancers must purchase a pair of tan jazz shoes. We are now recommending that all dancers purchase the Capezio FF02 Breeze split sole brand which can be purchased from DanceMania. Hip Hop teams will be required to purchase the team footwear, which will be outlined in September.

