



## *Braddock Road Youth Club Cheerleading Program Guide*



*[cheer@bryc.org](mailto:cheer@bryc.org)*



# Table of Contents

<b>Welcome</b> .....	3
<b>Mission</b> .....	3
<b>A. Policies</b> .....	4
<i>Refund Policy</i> .....	4
<i>BRYC Liability Policy</i> .....	5
<i>Media Policy</i> .....	5
<i>Code of Conduct</i> .....	5
<i>Participation Expectation Policy</i> .....	7
<i>Uniform Policy</i> .....	8
<b>B. Team/Squads and Team/Squads Selection</b> .....	9
<i>Fall Football Sideline</i> .....	9
<i>Winter Basketball Sideline</i> .....	9
<i>Team/Squad Composition</i> .....	9
<i>Fall Assessment</i> .....	10
<i>Selection Process</i> .....	10
<b>C. The Organization</b> .....	12
<i>Coaching with BRYC Cheer</i> .....	13
<i>Coaches Responsibilities</i> .....	13
<i>Parents Expectations</i> .....	14
<i>Coach-Parent Partnership</i> .....	15
<b>D. Uniforms</b> .....	17
<i>Uniform Pick Up</i> .....	18



<i>Uniform Care and Maintenance</i> .....	18
<b>E. Practices</b> .....	18
<i>Frequency</i> .....	18
<i>Weather</i> .....	19
<b>F. Games</b> .....	19
<b>G. Fundraising</b> .....	20
<b>H. BRYC Media Opt-Out Form</b> .....	22
<b>I. BRYC Cheer Volunteer Positions/Descriptions</b> .....	23

## ***Welcome***

BRYC Cheer is dedicated to exhibiting teamwork and good sportsmanship in a fun setting. Cheerleaders encourage our teams, get the fans excited, and are the ambassadors for the BRYC Cheer Program. BRYC Cheer is a co-ed recreational program that allows children at all skill and interest levels to experience cheerleading; whether teaching the basics to a new cheerleader or preparing more experienced athletes for competition or high school cheer.

This handbook contains details of the administrative side of the cheerleading program, and should answer the majority of your questions. As we are always striving to provide a better program for our families, we ask that you read this document and forward any questions or updates to [cheer@bryc.org](mailto:cheer@bryc.org).

## ***Our MISSION***

The mission of the BRYC Cheerleading program is to provide BRYC youth with the opportunity to play recreational cheerleading in a safe and fun environment. Our goal is to develop well-rounded young women and men who learn not only the fundamentals of cheerleading, but also learn lessons of value far beyond cheerleading.



## **A. Policies**

All BRYC Cheerleading participants are required to agree to the policies below when completing their online registration. The policies are posted here and on the website for your reference.

### **Refund Policy**

Partial refunds for withdrawal will be granted as follows:

Fall - before August 1, for any reason

Spring - before March 1, for any reason

Between the above cut-off dates and the beginning of league play, refunds will be granted for the following reasons:

Medical emergency (e.g., broken arm)

Relocation from the area

After league play has begun, no refunds will be granted. The above dates and conditions will be strictly observed.

In all cases where a refund is granted, a charge will be deducted to cover overhead and administrative cost, resulting in a \$60 refund. The refund amount will be the same whether a player registers early, on-time, or late.

All refund requests must be submitted to the appropriate League Director or the Registrar (see the Volunteer Staff or League pages at our website for specific names and contact information). The postmark or date stamp must meet the above qualifying deadlines.

For other correspondence, our mailing address is:

BRYC Recreational Soccer

P.O. Box 2084

Fairfax, VA 22031

#### **All Programs:**

- No refunds will be issued when requests are made after the dates listed under sections 1 and 2.
- No refunds will be issued for cheerleaders removed from the program due to disciplinary actions and/or nonattendance as outlined in the Participation Policy.
- Due to the nature of the registration site programming, the policy posted on the cheer website will be the most current and will supersede all other posted policies
- No refunds will be issued for tumbling fees.
- Refund amounts and guidelines are determined by the Cheerleading Commissioner. This is based on the cost of registration, advance purchasing requirements for equipment and uniforms, fees paid to governing bodies, and the overall organizational costs of realigning team/squads if needed.
- Refunds are NOT provided because families cannot, or will not, accommodate their schedules to BRYC practice or game times and refunds are not provided because the league will not accommodate a specific coach/team request or car pool request, except within the dates and for the amounts shown in the guidelines above. In addition, injuries are a part of all sports at any level and are not generally considered as a reason for a refund, except within the dates and for the amounts shown in the guidelines above.
- If an athlete has already been issued equipment / uniforms, NO refund will be issued until all issued said equipment has been verified as returned.
- BRYC Cheerleading reserves the right to change this policy at any time and to deny or approve a refund for any reason. We strive for consistency and fairness and will evaluate every request objectively. However, there may be circumstances, that we did not foresee when forming this refund policy that may require us to deny or approve a particular refund request or to change the refund policy.



## **BRYC Liability Policy**

I hereby give my approval for above-named athlete to participate in the Braddock Road Youth Club Cheerleading program. I certify that the above-named athlete is in good health and that there is no physical or emotional reason prohibiting his/her participation in the program.

I recognize that cheerleading is a sport, and, as such, may result in injury to an athlete. I assume all risks inherent in, and incidental to, the above-named athlete's participation in the program. Further, I release, absolve, indemnify, and hold harmless the Fairfax Police Youth Braddock Road Youth Club, its officers, directors, agents, coaches, referees, other participants, and any location on which the program plays, practices, or meets for any claim arising out of injury to said athlete.

I hereby expressly authorize and request the Braddock Road Youth Club to use their best judgment in any emergency or injury to my child requiring paraprofessional or professional medical attention or treatment in the event I am not available or cannot be reached. I may not be at all practices, games and events; therefore, I have completed the Medical Release Form (included in my registration form).

## **Media Policy**

BRYC Cheerleading maintains a Facebook and other social media accounts in addition to our websites. These social media outlets will be used in conjunction with email to distribute information to parents and athletes. Any pictures, quotes, video, or other recordings taken of cheerleaders may be used on any of our media sites. Parents wishing to opt-out must request so in writing to the Cheer Commissioner. No compensation will be paid for use of any cheerleader's likeness for marketing or display purposes within the sites as dictated by Virginia child welfare laws. The Media Policy Agreement is included at the end of this document.

## **Code of Conduct**

All participants in Braddock Youth Club activities (administrators, athletes, coaches, officials, and spectators) are expected to conduct themselves in accordance with the principles of good sportsmanship and appropriate behavior and will comply with all BRYC policies, rules, and procedures. This Code of Conduct applies at practices, games, and all other BRYC-sanctioned activities.

Participants will:

- Exemplify behavior that reflects good sportsmanship, respect, courtesy, and a positive attitude.
- Maintain self-control at all times.
- Refrain from using abusive language or profanity, making humiliating remarks, gestures of ill temper, verbal or physical threats, and/or physical assault upon another athlete, coach, official, or spectator.
- Not engage in any behavior which would endanger the health, safety, or well-being of any athlete, coach, official, or spectator.
- Treat athletes, coaches, officials, and spectators with respect regardless of race, creed, color, national origin, sex, sexual orientation, religion, or ability.
- Follow field/facility rules and regulations, respecting at all times the property of others.
- Not use alcohol, illegal drugs, or tobacco products, or carry any firearm or weapon during any event in which BRYC is a participant.

Anyone who violates this Code of Conduct is subject to immediate dismissal from any BRYC event and disciplinary action up to and including being expelled from all Braddock Road Youth Club activities. Alleged violations of the Code of Conduct shall be referred to the appropriate Sport Commissioner for investigation, to include interviewing the parties involved.



In the event of a violation of the Code of Conduct, disciplinary action shall include, but not be limited to, the following, in any order or combination:

- Verbal warning issued by a BRYC Sport or Club official.
- Written warning issued by a BRYC Sport or Club official.
- Suspension or immediate ejection from a sports event issued by a BRYC Sport, Club, or event official, with written documentation of the incident kept on file.
- Suspension from multiple sports events issued by a BRYC Sport or Club official, with written documentation of the incident kept on file.
- Season suspension or multiple season suspension issued by the Club, with written documentation of the incident kept on file.
- Permanent suspension from all Club activities issued by the Club, with written documentation of the incident kept on file.

Appeals of disciplinary actions will follow the appeals process outlined in the BRYC Risk Management Policy. Individual BRYC sports may adopt additional policies and procedures relevant to their unique sport's activities so long as they do not conflict with these Club-wide policies.

The BRYC Code of Conduct and Disciplinary Policy will be made available to individuals and be posted on the BRYC Sport and Club websites.

### ***Cheer Etiquette***

Cheerleaders are the smile, the exuberance, and the heart of the crowd. At BRYC they are also examples of Good Sportsmanship, Teamwork, and Class. Cheerleaders, *and/or parents*, will be ejected from the field for unsportsmanlike behavior.

#### **Inappropriate Activities:**

- NEGATIVE CHEERS OR ACTIONS
  - (This includes saying negative things about our teams should they lose a game.)
- BOOING, HISSING, OR INAPPROPRIATE LANGUAGE.
- THROWING OBJECTS,
- SPITTING

#### **Proper Times to Cheer:**

- Before the game starts
- During a huddle
- During Halftime
- Time Outs

#### **Improper times to cheer:**

- After an Injury
- During an Injury
- Once a play has started

*\*If there is an injury on the field that requires a lengthy time-out, cheerleaders should sit or take a knee quietly on the sidelines.*

#### **Half Time Etiquette:**

During halftime the Home Team cheerleading team/squad should go to the Visiting Team's sideline, cheer, and invite the visiting cheerleaders to the Home Team sideline to perform.



- Half time is short, so please only use 2-3 mins.
- Then allow the other team to use their 2-3mins.
- Coaches should meet and welcome both the Home Team Football Coaches and Visiting Team's Team/squad Coaches, and coordinate to be clear on procedure and rules of your field with the Visiting Team's Team/squad Coaches.
- Keep in mind some coaches are new to this and try to be supportive.
- Be polite to the other team when it is their turn to cheer during half time.
- Remember we are all here to support our teams and athletes!

### **Participation Expectation Policy**

I understand that Cheerleading is a commitment of my time and energy and tardiness and absences affect not only my progress, but my team as well. I will make every effort to attend every game and practice. I will notify my coach in advance of any absence that is unavoidable (illness/injury/religious holiday may be excused). I am willing to dedicate myself to this sport during the season, and do so, in a positive and appropriate manner. I will support the club and my team/squad and be respectful to others at all times. I will abide by all guidelines and regulations at all cheerleading events.

I understand:

- If my behavior is not consistent with the BRYC Code of Conduct, disciplinary action may be taken\*.
- That there is no eating or drinking allowed during practices or games, except at designated times.
- That the use of cell phones is prohibited during practice and game times, even during breaks.
- That horseplay or “goofing off” during stunting is a safety hazard and will result in my removal from stunting activities for the remainder of practice. Repeated violations may result in my removal from the team/squad.
- That my presence is vital to the team and that it is my responsibility to arrive at the reported time, ready to participate for games and practices (hair done/up, uniform on or in appropriate attire, shoes on and tied, etc.).
- Repeated tardiness cannot be tolerated as it interferes with proper stretching and warm ups which can lead to safety issues and injuries; and as such, I am expected to arrive on time and stay for the entire practice. Repeated tardiness may lead to disciplinary action\*.
- Repeated absences affect the team’s ability to effectively and safely prepare, delay their ability to progress individually and as a team, and disrupts team cohesiveness. Repeated absences may lead to disciplinary action\*.

*\* Disciplinary Action may include:*

- *Being placed on probationary status*
  - *My parent(s) and I being required to meet with the Cheer Commissioner and/or Cheer Board; and Suspension or termination of my participation in the program.*

### ***Injury/Illness Participation Expectations***

All BRYC Cheer Coaches have completed concussion and basic first aid training and are instructed to err on the side of caution to best protect our athletes.

In the event of:

- A suspected injury,
- Medication being dispensed, or





- Any incident that prohibits a cheerleader from finishing practice

The coach must have a conversation with the parent regarding the incident and a suggested course of action.

Repeated incidents may:

- Require a doctor’s note to return to cheer activities, and
- Lead to a team placement review

### **Uniform Policy**

I understand and agree that the cheerleading uniform being rented is the property of BRYC Cheerleading and is being issued to my child for use during the current playing season. I also accept responsibility that the uniform will be returned in the same condition as when issued, except for normal wear and tear.

I agree that the uniform and all related pieces will be returned by the date posted on the BRYC Cheer Calendar and/or communicated to me by my coach. If my child withdraws from the organization for any reason, I am responsible for returning the uniform within ten (10) days from the season return date to the BRYC Cheer Commissioner. It is also understood that my child MUST be signed off on the equipment list by a Designated Staff Member when returning this Uniform or BRYC has no proof that it was returned and is not liable.

I agree to properly care for my uniform, which includes proper laundering (where applicable), consistent with the Uniform Care Instructions provided and available on the BRYC Cheer website. (See Care Instructions at the end of this document)

I understand that if I do not return the uniform by the due dates outlined in this policy, I will be responsible for a \$75 late return fee. If while in our possession, this uniform becomes stolen, destroyed or unusable through negligence on our part, I agree to reimburse BRYC the cost to fully replace the affected item(s) as outlined in the chart below. Participants who leave the program before the end of the season may be required to return the sweatshirt/practice wear and bow in order to accommodate possible replacement athletes. I understand that BRYC will make two (2) attempts to recover my uniform and may then pursue collection proceedings, and that I will be responsible for all costs incurred, including collection and litigation fees.

- Sideline Cheerleading uniforms consist of a skirt, shell, bow, spanx/briefs, warm ups (jacket/pants), and a sweatshirt.
- Participants will keep the sweatshirt/practice wear, spanx/briefs, and bow(s)\*.
- Your athlete will require the following items for sideline cheer: black athletic (yoga –style) pants, a long sleeve and short sleeve plain white t-shirt.
- Your athlete will require the following items for all team/squads: white socks and 2 pairs of white athletic/cheer shoes.
- The table below is the cost break down of the items that must be returned to BRYC cheer by the due date.

Uniform Piece	Sideline – Fall	Sideline – Winter	Competition
---------------	-----------------	-------------------	-------------





<b>Shell/Skirt</b>	\$150	\$150	N/A
<b>Poms</b>	\$20	\$20	N/A
<b>Gym Bag</b>	\$45	\$45	N/A

## **B. Team/squads and Team/squad Selection**

### **Fall Football Sideline:**

BRYC football is part of the Braddock Road Youth Football League (BRYCFL), which is structured to establish various levels of competition based upon an athlete's ability, age, and weight. There are seven weight classes – ankle biters, 80 lbs, 90 lbs, 100 lbs, 115 lbs, 130 lbs, and 155 lbs and 3 Conference Levels which determine the skill level of the athletes – American, Central, and National. Athletes are assigned to the weight class based upon an age/weight matrix, where the age of the athlete is determined by the age on or before October 1 of the playing season.

Cheerleading team/squads are assigned to a group of teams within the weight class most appropriate for their age.

### **Winter Basketball Sideline:**

In the winter, cheerleaders support BRYC sideline basketball games. BRYC Basketball plays intramural games based on age divisions, classified by U and then the age (i.e. U-9). The U stands for "under" and the age encompasses athletes younger than the specified age, but older than the previous age division. (E.g. Divisions U-9 and U-11 would contain kids who are younger than 9 and 11 years old, respectively, but the U-11 athletes must be older than 9 years old as of the league cutoff date). Each Division has a Girls and a Boys League.

Cheerleading team/squads are assigned to a group of teams within the age division most appropriate for their age.

### **Team/squad Composition:**

Generally, there are about 10-14 girls on a sideline team/squad, depending on the number who evaluate and the skills they possess. There may be 2 to 3 team/squads for the same Age/Grade groups in Sideline. The following matrix is used as a guideline for team/squad assignments:



<i>Team/squad</i>	<i>Grades</i> <i>* approx.</i>	<i>Ages</i> <i>*approx.</i>	<i>Other Info</i>
Sideline - Mini Youth	K – 2 <sup>nd</sup>	5 – 8	<ul style="list-style-type: none"> <li>• <b>Football Teams Supported:</b> Ankle biters – 80 lbs</li> <li>• <b>Basketball Teams Supported:</b> Developmental – 2<sup>nd</sup> Grade</li> </ul>
Sideline Juniors	3rd – 5th	9 - 11	<ul style="list-style-type: none"> <li>• <b>Football Teams Supported:</b> 80 lbs – 100 lbs</li> <li>• <b>Basketball Teams Supported:</b> 3rd – 5th Grade</li> </ul>
Sideline Varsity	6th – 12th	12 and Up	<ul style="list-style-type: none"> <li>• <b>Football Teams Supported:</b> 115 lbs – 155 lbs</li> <li>• <b>Basketball Teams Supported:</b> Middle and High School and/ or travel teams</li> </ul>

## **Fall Assessment Week**

The cheer season begins in August. All athletes should make every effort to be at every practice, but no athlete will be excluded from participating if they cannot attend practices during the month of August.

Fall cheer assessments begin the same day as football practice, usually the first Monday in August. All cheerleaders practice together for the first two weeks, and participate in round robin stations including jumps, cheers, and stunting to help with conditioning and to allow coaches to additionally assess athletes for team placement. Cheerleaders will be placed on team/squads near the end of August.

Winter cheer assessments begin in November. Placement on all sideline team/squads is determined primarily by grade level and age, though skill level will be considered.

Cheerleaders who are participating in a sanctioned high school activity must attend an assessment to hold their spot on a team/squad. These athletes will be notified of mandatory practice dates in the fall in order to coordinate with their high school activity; and will attend regularly scheduled practices at the end of their high school season.

## **Selection Process**

BRYC Cheer Coaches and the Cheer Commissioner conduct a selection meeting to place athletes on the most appropriate team/squad for their skill, and what is best for the team. It is best for the child to play at the highest level that he or she is able and therefore requires that cheerleaders participate on the team/squad to which they are assigned. **SIDELINE:**

- The main criteria for sideline will be age/grade
  - Kindergartners and First graders can only be placed on Mini youth team/squads
  - Third graders can only be placed on Junior team/squads
  - Seventh through Ninth graders can only be placed on Senior team/squads
  - Siblings who are close in age may be placed on the same team/squad if requested by the parents; however, the experience for both cheerleaders and the team/squads will be considered above parent preference. The Commissioner must be notified in advance of the request and will be the final authority on placement of all cheerleaders.
- 1 point will be given for each season of prior cheer experience. No additional credit will be given for competition cheer over sideline cheer or for tumbling experience.



- Evaluation forms will be completed for all cheerleaders. Cheerleaders will be evaluated at each of the first 4-8 practices and will receive points in each of the round robin stations:
  - Jumps and form
  - Cheers o Stunts
  - Group Routine
- Points
  - 0 points will be given for no effort
  - 1 point will be given for effort
  - 2 points will be given for average execution of tasks (i.e. with some assistance/correction needed)
  - 3 points will be given for exceptional execution of tasks
- Points and overall scores are not provided to parents or athletes.

#### **ALL TEAM/SQUADS:**

- Carpooling, being neighbors/friends, going to school together, etc., are not necessarily reasons to place an athlete on a specific team/squad with a specific coach. All teams/team/squads within a program (sideline, competition, prep) practice at the same location, within the same time frame, and on the same days. Therefore, there will still be opportunities to carpool with your neighbors. In addition, many of the athletes on your team will live nearby and when you meet the parents on your new team/squad, you will be able to identify new carpool arrangements.

#### ***The following will not be discussed with parents:***

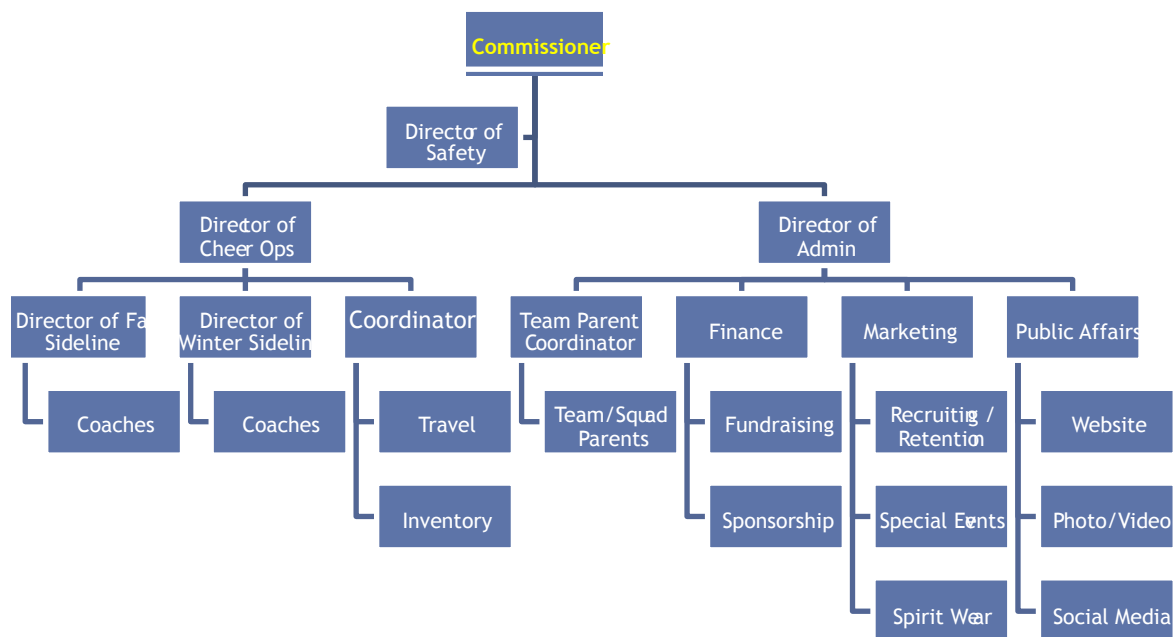
- Playing Time.
- Team/squad Strategy and Stunts.
- Cheer or team/squad selection.
- Other athletes.

#### ***Participation***

- In Sideline, all cheerleaders will participate in all activities, regardless of skill. Because this is a developmental league, cheerleaders are encouraged to try a variety of positions.
- Stunting will only be allowed for those cheerleaders who can follow the safety rules. Horseplay will result in the cheerleader being asked to sit out. Additionally, while all cheerleaders must take a turn in each of the stunting positions for each basic stunt taught, confidence, skill level, desire, and body type may all play a factor in the position they are eventually assigned in a stunt. Opportunities to develop skills will be offered throughout the season; however, it is important to reinforce that every position in a stunt is very important - there is no "better" position.



## The Organization



Cheerleading has a Commissioner who provides direction and coordination for the overall program, including coaches, parents, and athletes.

Some of the Commissioner's important responsibilities include:

- Oversee the day to day operations of the cheer program.
- Manage Executive Board, Directors, and volunteers to ensure effective program operations
- Hold initial meeting with parents and keep them informed until teams/team/squads are selected – Determine practice sites and oversee permitting
- Determine and oversee Budget
- Develop evaluation drills and criteria and assist with proper placement of cheerleaders
- Recruit/assist coaches, families, players, community
- Support the BRYC Cheer program throughout the community

Additionally, cheer has two Executive Directors, one for Cheer Operations and one for Administration and a Director of Safety that help the Commissioner to oversee the day to day functions and are the main point of contact for the different program area directors and committees.

Each sub-program – Sideline or Competition has a Director that oversees the day to day operations of that program and is the main point of contact for all items related to the coaches and families.

The Program Area Directors include:

- Team Parent Coordinator – oversees team/squad parents and related activities and assists the Administrator in communications that go out to the teams/team/squads.
- Director of Finance – oversees the budget, fundraising committees, and sponsorship activities
- Director of Marketing – oversees all recruiting and retention activities, special events, and the BRYC Cheer Spirit Wear line.



Additionally, there are a multitude of volunteers that assist with various areas in the program that are also vital to our success. A full list of volunteer positions is listed at the end of this document. Please contact the Commissioner or a program representative if you are interested in assisting.

Parents should feel free to reach out to the Directors with questions regarding specific topics in their area. However, questions about athletes, coaching, or related topics should be directed to the Coaches and then the Executive Board in the following order:

1. Team/squad Coach
2. Director of Team/squad Program
3. Commissioner

Prior to team/squad selection, you should direct all questions to the Commissioner.

Our league relies heavily on volunteers. Please volunteer to help throughout the season. If you can't make a season long commitment like coaching or team parent, considering helping out at games. Parents wishing to volunteer in any area should check out the position descriptions on the BRYC Cheer website. BRYC Cheer volunteers are entitled to registration discounts.

## **Coaching with BRYC Cheer**

### ***Coaches' Responsibilities***

Coaches are trained volunteers who have dedicated their time to uphold the mission of the BRYC Cheer program while teaching your child the skills needed to be a cheerleader. The following information is provided so that you, the parent, will know what is expected of coaches.

- Head Coaches must be 21 years of age, or 18\* with an adult sponsor. Head coaches will undergo a background check and several trainings and are expected to be a mentor and teacher to Assistant Coaches and Student Interns in an effort to grow them to be strong head coaches.
- Assistant Coaches must be 16 years of age
- Student Interns must be at least 14 years of age.

We are always looking for new coaches to join our program. If you are interested in becoming a coach, please complete the Coaches Application on our website.

- Help recruit assistant coaches
- Complete background check, Coaching Certification courses/clinics and first aid/concussion training – Assist at various activities such as registration, equipment distribution, etc.
- Conduct athlete evaluations / team/squad selection
- Create a practice plan/schedule
- Conduct an Initial Parents' Meeting for the team/squad
- Prepare team/squad for games, teaching correct cheer skills and modeling the Five Rules.
- Resolve issues with parents if possible, if not resolved, discuss with Commissioner
- Ensure athletes have proper equipment and demonstrate safe and proper techniques
- Communicate with parents and athletes
  - Be on time, prepared for practice!

### ***Assistant Coaches' Responsibilities***

While the level of responsibility of Assistant Coaches is not as comprehensive as the Head Coach's, they still play an important role in team and athlete development. In addition, many Assistant Coaches are interested in the progression to become Head Coaches. Their ability to become effective Assistant Coaches is important in the consideration of going to the next level. Team/squads may have up to 3 Assistant Coaches. Responsibilities include:

- Complete background check, Coaching Certification courses/clinics and first aid/concussion training



- Assist at various activities such as registration, equipment distribution, etc.
- Communication w/head coach each day on practice plan – all on “same page”

### ***Parents Expectations***

As a parent, you have a very important responsibility during a sport season. Your job revolves around supporting your child and making sure they draw from the sports experience the lessons that will help him or her to become a successful, contributing adult. And while this is not easy given the tempting nature of the "winning at all costs" and, "my kid is the Best" model that can creep into sports, it can make all the difference in your child's life.

Look for the silver lining in everything that happens on the field or in practice. Athletes develop at different rates and a parent applying negative "win at all cost" pressure will hinder your child. We encourage you to learn the game and support the program and those that are dedicating their time, energy and knowledge for your child. Have Fun! Please remember that this is all about the kids' experience.

### ***Communications to expect from your child's coach:***

- Team/squad requirements (i.e. special equipment/uniform).
- Game/practice schedule and updates.
- Team/squad rules, guidelines and consequences for any infractions.
- Team/squad selection process.
- Injuries occurring at practice/games.

### ***Communications coaches expect from athletes/parents:***

- Any concerns are expressed DIRECTLY to the coach.
- Advanced notification of any schedule conflicts.
- Advanced notification of any illness or injury – when possible.

It is the goal of everyone that each athlete will experience some rewarding moments in these growing years. It is important to understand that there may be times when things do not go the way you and/or your child wish. When this occurs, discussion with the coach is encouraged. It is the first and most integral step to understanding and resolution.

### ***Appropriate Concerns to Discuss with Coaches:***

- Treatment of your child.
- Ways to help your child improve.
- Concerns about your child's behavior.

Coaches are professionals. They make decisions based on what they believe to be in the best interest for the team/squad and for all the athletes involved. Certain things can be and should be discussed with your child's coach. Other concerns must be left to the discretion of the coach.

**WE ARE THEIR ROLES MODELS!** The critical factor in determining whether your child has a positive experience is the quality of their adult leaders – their parents and coaches.

### ***If you have a concern with a coach, here are the procedures and order to be followed:***

- Call the coach to discuss or discuss after practice.
- Please do not attempt to confront the coach before or after a game. These can be emotional times for both the parent and the coach. Meetings of this nature usually do not promote positive resolution.

### ***What can a parent or coach do if the discussion did not provide a satisfactory resolution?***

- Call and discuss the situation with either one of the Program Directors
- Speak with the Deputy Commissioner or Commissioner



### ***Ten expectations of Good Sportsmanship:***

1. Taunting, trash talk and intimidating behavior have no place in youth sports.
2. Attending games does not give you the right to abuse coaches, officials, athletes, cheerleaders, and other spectators.
3. Treat others as you want to be treated.
4. Be a positive role model
5. Control your emotions at practices and games
6. Make sure your child understands that win or lose, you love him or her.
7. Respect your child's coaches. Communicate with them in a positive way.
8. Sportsmanship begins with you as a parent.
9. Your child's eyes are watching
10. It is simply..... The Right Thing to Do!

### ***Coach-Parent Partnership***

Both parenting and coaching are extremely difficult roles. By establishing an understanding of each role, we are better able to accept the actions of each other and provide a greater benefit to our children. Parents, when your child becomes involved in our program, you have the right to understand what expectations will be placed on your child. This begins with clear communications from the coach of your program.

The Positive Coaching Alliance (PCA) is an organization that fosters the idea of developing a positive and constructive relationship in sports between coaches, parents, and athletes. In doing so, a better understanding of the roles each plays in sports is more clear and leads to a much better experience for all, especially the athletes for whom the positive experience is designed.

Research is clear that when parents and teachers work together a child tends to do better in school. There is no reason to think that it is any different in youth sports. The following are some guidelines for how parents can contribute to a Coach/Parent Partnership that can help the athlete have the best possible experience.

1. **Recognize the Commitment the Coach Has Made:** For whatever reason, you have chosen not to help coach the team. The coach has made a commitment that involves many, many hours of preparation beyond the hours spent at practices and games. Recognize their commitment and the fact that they are not doing it because of the pay! Try to remember this whenever something goes awry during the season.
2. **Make Early, Positive Contact with the Coach:** As soon as you know who your child's coach is going to be, contact him to introduce yourself and let him know you want to help your child have the best experience possible this season. To the extent that you can do so, ask if there is any way you can help. By getting to know the coach early and establishing a positive relationship, it will be much easier to talk with him later if a problem arises.
3. **Fill the Coach's Emotional Tank:** When the coach is doing something you like, let him know about it. Coaching is a difficult job and most coaches only hear from parents when they want to complain about something. This will help fill the coach's emotional tank and contribute to his doing a better job. It also makes it easier to raise problems later when you have shown support for the good things he is doing. And just about every coach does a lot of things well. Take the time to look for them.
4. **Don't Put the Athlete in the Middle:** Imagine a situation around the dinner table, in which a child's parents complain in front of her about how poorly her math teacher is teaching fractions. How would this impact this student's motivation to work hard to learn fractions? How would it affect her love of mathematics? While this may seem farfetched, when we move away from school to youth sports, it is all too common for parents to share their disapproval of a coach with their children. This puts a young athlete in a bind. Divided loyalties do not make it easy for a child to do her best. Conversely, when parents support a coach, it is that much easier for the child to put a wholehearted effort into learning to play well. If you think your child's coach is not handling a situation well, do not tell that to the athlete. Rather, seek a meeting with the coach in which you can talk with him about it.





5. **Don't Give Instructions during a Game or Practice:** You are not one of the coaches, so do not give your child instructions about how to play. It can be very confusing for a child to hear someone other than the coach giving instructions during a game.
6. **Fill Your Child's Emotional Tank:** Perhaps the most important thing you can do is to be there for your child. Competitive sports are stressful to athletes and the last thing they need is a critic at home. Be a cheerleader for your child. Focus on the positive things he is doing and leave the correcting of mistakes to the coach. Let him know you support him without reservation regardless of how well he plays.
7. **Fill the Emotional Tanks of the Entire Team:** Cheer for all of the athletes on the team. Tell each of them when you see them doing something well.
8. **Encourage Other Parents to Honor the Game:** Don't show disrespect for the other team or the officials. But more than that encourages other parents to also Honor the Game. If a parent of an athlete on your team begins to berate the official, gently say to them, "Hey, that's not honoring the Game. That's not the way we do things here."

### ***Guidelines for Honoring the Game***

"Honoring the Game" is a term that you will continue to hear as a primary theme of PCA. This involves respect for the Rules, Opponents, Officials, Teammates and one's Self. You don't bend the rules to win. You understand that a worthy opponent is a gift that forces you to play to your highest potential. You show respect for officials even when you disagree. You refuse to do anything that embarrasses your team. You live up to your own standards even if others don't. Here are ways that parents can create a positive youth sports culture so that children will have fun and learn positive character traits to last a lifetime.

#### **Before the Game:**

- Make a commitment to Honor the Game in action and language no matter what others may do.
- Tell your child before each game that you are proud of him or her regardless of how well he or she plays.

#### **During the Game:**

- Fill your child's "Emotional Tank" through praise and positive recognition so they can play their very best.
- Don't give instructions to your child during the game. Let the coach correct athlete mistakes. • Cheer good plays by both teams (this is advanced behavior!)
- Mention good calls by the official to other parents.
- If an official makes a "bad" call against your team? Honor the Game—BE SILENT!
- If another parent on your team yells at an official? Gently remind him or her to Honor the Game.
- Don't do anything in the heat of the moment that you will regret after the game. Ask yourself, "Will this embarrass my child or the team?"
- Remember to have fun! Enjoy the game.

#### **After the Game:**

- Thank the officials for doing a difficult job for little or no pay.
- Thank the coaches for their commitment and effort.
- Don't give advice. Instead ask your child what he or she thought about the game and then LISTEN. Listening fills Emotional Tanks.
- Tell your child again that you are proud of him or her, whether the team won or lost.

*Note: This information and guidelines are adapted from Positive Coaching: Building Character and Self-Esteem through Sports by Jim Thompson, the founder and leader of the Positive Coaching Alliance. (Source -<http://www.positivecoach.org/subcontent.aspx?SecID=208>)*

## **C. Uniforms**

Athletes will be provided with the necessary uniform on a rental basis as outlined in the "Policies" section of this handbook. Cheer equipment includes:



Fall Sideline	
BRYC Provides	
RENTAL	ATHLETE KEEPS
Cheer Shell Skirt Pom Poms	Sweatshirt* Bow*
Athlete Provides	
Spanx Black athletic style pants White ankle/no-show socks Two (2) white cheer shoes (practice/games)	
*Athlete keeps at the end of the season. • Pants may be yoga, sweats, etc., but cannot have visible print, pockets, or belt loops • • Shoes must be athletic, and mostly white.	

Winter Sideline	
BRYC Provides	
RENTAL	ATHLETE KEEPS
Cheer Shell Skirt	BRYC Long Sleeve* Bow*
Athlete Provides	
Spanx Black athletic style pants White ankle/no-show socks Two (2) white cheer shoes (practice/games)	
*Athlete keeps at the end of the season. • Pants may be yoga, sweats, etc., but cannot have visible print, pockets, or belt loops • Shoes must be athletic, and mostly white.	

### ***Uniform Pickup***

All Athletes **must be present** at uniform pick up in order to be fitted properly for their uniform. Information on uniform pick up days will be posted on the home page at [www.BRYCsports.Com/cheerleading](http://www.BRYCsports.Com/cheerleading). Check the website calendar for dates.

It is important that you make every effort to attend uniform pick up so that athletes have their uniform prior to the first game so that coaches do not have to take time and attention away from the team in order to get athletes fitted. Please make every effort to make your assigned uniform pick up day, the make-up day, or contact the commissioner to arrange another day to get uniform if the first two options are not available. If no other arrangements are made, your child will get the uniform at the availability of the commissioner.

Uniforms are distributed as rentals. Appropriate care instructions are provided to each parent and are available on the website. Fees for uniform replacement or repair are discussed in the section entitled “Policies” in the beginning of this document.

Uniforms are for games and may NOT be worn to practice. Coaches will keep pom-poms and will hand them out at each game. Cheerleaders may not take pom-poms home.

### ***Equipment Care and Maintenance***

It is important to maintain clean uniforms not only to extend the life of the equipment but also to prevent infections.



Please clean your uniforms.

***Cheer uniforms should NOT go in the dryer.*** They should be air dried, and don't take long to dry. Alternatively, you can place them in the dryer and use the **air dry cycle ONLY**. Spandex and other synthetic materials should be air dried as well. **This helps extend the life of the uniforms and keep costs down.**

#### **D. Practices**

Practice locations will be provided before your first practice. Sideline practices can begin no earlier than 5:30pm and end no later than 8:30 PM.

#### ***Frequency:***

Fall: All Team/squads

- 2 days a week until Labor Day

Fall Sideline:

- 2 days a week Labor Day through the second weekend in November
- Younger team/squads may move to one day per week near the beginning of the season. This schedule will be provided by your coach.
- Additional practices may be scheduled for those cheerleaders participating in Performance Day or other related activities.

Winter Sideline:

- One (1) day a week for one (1) hour

#### ***Weather:***

This is an outdoor sport and we do practice and play in the rain, although coaches will exercise judgment in severe weather. Poor field conditions may cause us to cancel practice. Decisions are not made on field status until after 3 PM.

If practices/games are canceled, information will be posted on our website, [www.BRYCsports.com/cheerleading](http://www.BRYCsports.com/cheerleading) and emails will be sent as soon as possible. Individual coaches will have their preference, but it is important to identify your primary contact number (should be a cell) to your coach as coaches/team parents will place one call when cancellations are made last minute.

You can also call the county closure line at 703-324-5264 or you can check on-line by going to <http://parktakes.fairfax-county.gov/parks/fieldstatus.asp>. These closures are not announced until 3 PM so please do not expect coaches to know prior to 3 PM. Regardless, coaches may make alternative practice arrangements, so parent should not assume that practice is canceled until they receive notification from the program.

School fields will not be listed on the above closure site or number as these are managed separately.

#### **E. Games**

Sideline cheer is dependent on the football and basketball schedules.

Parents should keep their weekends available throughout the season they are cheering in.

- The **regular football season begins the weekend after Fairfax County Public Schools (FCPS) begin**. Game schedules are NOT finalized until after the last football weigh-in so the schedule may not be available until around that date, with games starting that weekend.



- ***There are over 300 football teams, 1,200 coaches, and 6,000 athletes in Fairfax County, comprising over 1,100 regular season games.***
- The regular basketball season begins in mid-late January.

The leagues need to first understand how many teams are participating before a schedule can be completed. Once the football/basketball schedules are published, the cheer coaches can determine their schedules. Coaches must take into account their personal schedules (they are volunteers with school schedules and jobs, remember!), and must ensure that each team is covered in a home game at least once. The schedule will be emailed to you and posted on the website as soon as it is available.

Fall schedules are slightly more complex than winter basketball schedules. The following are some key points in developing the fall game schedule:

- 1) Approximately 70% of BRYCFL games are scheduled on Saturdays.
- 2) Approximately 25% of BRYCFL games are scheduled on Sundays.
- 3) Approximately 5% of BRYCFL games are scheduled on weeknights (Mon-Fri) (mostly Fridays).
- 4) For fans of pro sports teams, such as the Washington Redskins, game scheduling unfortunately isn't predicated on the team's home or away schedule.
- 5) All game scheduling is done with the available field space provided by the individual member clubs. It is recognized that there will be conflicts at times between athlete availability and the schedule. Please advise your head coach of these conflicts as soon as possible.
- 6) When games are postponed, they must be made up as soon as possible because of limited facilities available, unpredictability of weather, and limited availability of dates/times. This means games could be rescheduled as quickly as the day after a postponement.
- 7) With the introduction of the new artificial turf fields coming on line around the county, BRYCFL will schedule and reschedule games on these weatherproof sites in the best interests of finishing the season on time and not canceling any games. This scheduling pattern takes precedent over the "home" game concept experienced in the past. When possible, home games will continue to be scheduled for teams as much as possible, however "playing the game" is the most important goal. In the next few years, sport fields in our region will undergo a MAJOR renovation to synthetic turf surfaces, providing more flexibility in scheduling.
- 8) ***The availability of game officials and the weather are the primary reasons for the initial schedule and schedule changes.***

***Generally, Cheerleaders perform:***

- 1) For one game each weekend. As explained above, games are Friday evening, Saturday, or Sunday afternoon, though there are occasions when a game will be scheduled mid-week. If a football or basketball team has to reschedule due to weather, forfeiture, or other reasons via Fairfax County, team/squads will also need to adjust. 2) At a home field - While cheerleaders primarily attend only home games at Fairfax High School, for football, BRYCFL has member clubs from Gainesville to Alexandria, from Woodbridge to Loudoun County, and cheerleaders may have to attend an away game due to scheduling requirements during the season. BRYCFL tries to look at weekly match-ups, time and location of games when schedules are developed. However, the availability of lighted fields significantly impacts "convenient" geographical scheduling that is sometimes challenging. We are cognizant that traffic, early morning, and late-night games can be challenging. In many cases, there is often no other scheduling alternative, so athletes and parents should be aware of these participation conditions. Basketball games at BRYC are inter-league for sideline team/squads and will try to be scheduled at one or two "base" schools throughout the season. Travel basketball teams can be located anywhere in the DMV/NOVA area. BRYC will attempt to schedule cheer performances in support of these teams at local facilities.
- 3) For each BRYC Team at least once - It is important for parents to understand that each team/squad will not be assigned to one Football Team or one Basketball Team to cheer for, they will be assigned to approximately 3-5 teams



to cover over the course of the season, dependent upon how many f teams are declared and how many cheer team/squads are formed.

- 4) For Special Events - Cheerleaders are also community ambassadors, so there will be opportunities to participate in service activities as well as community partnership activities. These events are not mandatory, but are strongly encouraged, and will be communicated to parents as far in advance as is possible.
- 5) During Playoffs - Just as in the regular season, the Playoff schedule is not determined until mid-week after the final game of the season. We make every effort to have cheerleaders present at every playoff game. As such, team/squads may, on occasion, have more than one game to cover in a weekend, especially in the beginning. As teams are eliminated, the amount of time we will need to spend on the field/floor is reduced. Football Playoffs run through mid-November and can be either home or away games. Basketball Playoffs run through mid-March and can be home or away. These athletes are part of our team and worked very hard to get to the playoffs; we want to show them the full support of BRYC Cheer!

## **F. Fundraising**

Successful fundraising is what helps keep registration fees lower allowing as many kids as possible to participate in our program. Monies raised help us offset the cost of equipment and uniforms, insurance, field permits, and scholarships for low income families and much more.

Participation in fundraising is voluntary, but strongly encouraged. Other programs in the area require not only fundraising but also require volunteer hours from every family. Our program **encourages** volunteering and participation in fundraising and provides a number of ways in which you can contribute to fundraising efforts in a way you feel most comfortable.

Throughout the season we will have a number of different fundraising opportunities and families are encouraged to participate, but not expected to participate in all activities. See listing of activities below. Information on fundraisers will be kept up to date on our Website.

If you have suggestions for fundraisers, please email [Cheer@bryc.org](mailto:Cheer@bryc.org).

### ***Fundraising Goal***

Our minimum goal for fundraising is the cost difference between our expenses and our income including the cost of new uniforms. We have also set a higher target fundraising goal which helps fund our program's investment in the future with new uniforms and replacing old equipment.

*\*\*\*If you have children on different teams, for certain fundraising initiatives you will need to identify which team you want to be credited or if you want to split the credit equally.*

### ***Fundraising activities to expect this year:***

#### ***Sponsorships***

These are where we ask local businesses to sponsor our program. You spend money in the community; don't be shy about going out and asking for sponsorships. You would be surprised how willing people are to donate to youth athletics. Ask at a restaurant you frequent, ask the mechanic who fixes your car or the gas station where you fill up. Ask your employer.

The possibilities are endless. It is recommended that you get out there early and start your solicitations for sponsorships as soon as possible. Once school starts everyone will be out there competing for the same dollars.

Sometimes, businesses will ask that we provide them with business and they will donate a portion of proceeds. For example, a restaurant may donate 10% of your food bill. This type of fundraising will be credited to the individuals that give the business, not the team that set up the fundraiser. Team Parents will be responsible for collecting any receipts and submitting them to the Fundraising Coordinator. If you have opportunities such as this, please send information to [Cheer@bryc.org](mailto:Cheer@bryc.org) so that these events can be coordinated and organized, and information and instructions can be sent out to parents regarding how their participation in these events counts towards their goal.

If businesses cannot make a cash donation, we can also use other donations such as gift certificates or other goods that we can use for raffle prizes or game prizes.



Sponsors making monetary donations need to complete the sponsorship form located on our website and included at the end of this document. Others can use the donation form.

***Spirit Day / Fun Events Car Washes, Bake Sales, etc.***

We are always looking for an open to all ideas and volunteers! Have another idea, let us know.

**BRYC CHEER MEDIA POLICY**

We invite your athlete to be a part of the publicity and information activities of BRYC Cheerleading. Publicity activities may include, but are not limited to, having an athlete's likeness, voice, name, and/or cheer related statistics captured in print, photograph and/or video tape for use on web sites, social media, and in instructional and/or promotional material including, but not limited to, digital media, news articles, announcements, video tapes, books, and pamphlets. The purpose of using an athlete's likeness and/or voice is to enhance the quality of these materials that are to be used to promote BRYC Cheer.

**This policy is included in the required Policy Agreement signed during the registration process and is provided here as a reference. Please do not sign/return this document to BRYC Cheer.**

I, the undersigned, hereby grant Braddock Road Youth Club (BRYC) Cheer, and its partners or subsidiaries the absolute right and permission to use my child's likeness in a photograph, video, broadcast, publication, social media outlet, or as part of a copyright and use pictures of my child in which he or she may be included in whole or in part, composite or re-touched in character or form, without payment or any other consideration. I hereby irrevocably authorize BRYC Cheer to edit, alter copy, exhibit, publish or distribute photographs and videos of me or my child for informational, educational, promotional, or publicity purposes concerning BRYC Cheer and its services. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my child's likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photographs or videos. I understand and agree that these photographs and videos will become the property of BRYC Cheer and will not be returned. I also understand the photographs and videos may be used without any further consent or authorization from me. I hereby hold harmless and agree to release and forever discharge BRYC Cheer, its officers, employees, volunteers, coaches, or agents, from any and all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other person acting on behalf of myself or on behalf of my estate have by reason of Authorization. I understand that my information may be subject to the Virginia Freedom of Information Act (FOIA) for state and local parks and recreation departments.

---

Parent/Legal Guardian Name (print)

---

Child's Name (first middle last)

---

Child's DOB



---

Today's Date

---

I choose to opt out of the BRYC Media Policy

## **BRYC Cheer Volunteer Positions**

### **Executive Board**

#### **Commissioner**

- Oversee the day to day operations of the cheer program.
- Manage Executive Board, Directors, and volunteers to ensure effective program operations
- Hold initial meeting with parents and keep them informed until teams/team/squads are selected
- Determine practice sites and oversee permitting
- Determine and oversee Budget
- Develop evaluation drills and criteria and assist with proper placement of cheerleaders
- Recruit/assist coaches, families, players, community
- Support the BRYC Cheer program throughout the community **Director of Cheer Operations**
- Assist Commissioner with Day to Day activities
- Serve as a voting member of the Executive Board
- Oversees Following Positions:
  - Director of Sideline
  - Director of Competition
  - Logistics

#### **Director of Safety**

- Assist Commissioner with Day to Day activities
- Serve as a voting member of the Executive Board
- Create and Maintain Emergency Action Plan
- Develop and Deliver (or schedule) Coaches trainings
- Evaluate routines and cheer activities for safety compliance
- Maintain Player Safety
- Serves as Cheer liaison to the BRYC Risk Manager
- Manages Background Checks **Director of Administration:**
- Assist Commissioner with day to day activities related to administration
- Serve as a voting member of the Executive Board
- Maintains Season Calendar and coordinate event scheduling
- Coordinates all program communications to parents and families
- Compile and track all necessary paperwork – forms, handouts, flyers for cheer season
- Create and distribute rosters
- Oversees following positions:
  - Team Parent Coordinator
  - Finance
  - Marketing
  - Public Affairs

#### **Director of Fall Sideline**

June 25, 2018





- Assist Commissioner with Day to Day activities
- Serve as a voting member of the Executive Board
- Oversee day to day operations of the sideline program
- Manage coaches, including recruiting, retention, training and development, disciplinary actions, and supervision
- Report issues/concerns/successes to Director of Marketing to assist in recruiting and retention activities

#### **Director of Winter Sideline**

- Assist Commissioner with Day to Day activities
- Serve as a voting member of the Executive Board
- Oversee day to day operations of the sideline program
- Manage coaches, including recruiting, retention, training and development, disciplinary actions, and supervision
- Report issues/concerns/successes to Director of Marketing to assist in recruiting and retention activities

#### **Director of Finance**

- Assist Commissioner with day to day activities related to finance
- Serve as a voting member of the Executive Board
- Receive and log all fundraising sponsor checks, and incoming fundraising money
- Work with Commissioner and BRYC treasurer to track budget
- Coordinate with fundraising coordinator and other positions that receive money/checks.
- Oversee following positions:
  - Fundraising
  - Sponsorship

#### **Director of Marketing**

- Assist Commissioner with day to day activities related to Marketing
- Serves as a voting member of the Executive Board
- Works with local community organizations to promote BRYC and BRYC Cheer
- Works with Public Affairs to promote events and recruitment efforts
- Creates marketing plan including materials, events
- Sets and tracks season/annual goals for recruiting and retention
- Works with Fundraising to achieve financial goals
- Oversees following positions:
  - Recruiting/Retention – Players
  - Special Events
  - Spirit Wear

#### **Team Parent Coordinator**

- Assist Commissioner with day to day activities related to finance
- Serve as a voting member of the Executive Board
- Serves as a backup to Director of Administration
- Coordinates with Team Parents regarding squad activities (socials, end of season parties, etc.)
- Works with football and basketball program to determine relevant information for cheerleaders
- Coordinates team communications to parents and families
- Compile and track all necessary paperwork at the team level to assist Dir of Admin – forms, handouts, flyers for cheer season
- Create and distribute rosters
- Oversees following positions:
  - Team Parents

#### **Committees**

*Committee Positions report to an Executive Board Member. Committee members can decide to serve as Coordinators and/or Volunteers or can co-chair.*

#### **Coaches**



- Report to the Director of their area (fall sideline or winter sideline) • Help recruit assistant coaches
- Complete background check, Coaching Certification courses/clinics and first aid/concussion training
- Assist at various activities such as registration, equipment distribution, etc.
- Conduct athlete evaluations / team/squad selection
- Create a practice plan/schedule
- Conduct an Initial Parents' Meeting for the team/squad
- Prepare team/squad for games, teaching correct cheer skills and modeling the Five Rules.
- Resolve issues with parents if possible. If not resolved, discuss with Commissioner.
- Ensure athletes have proper equipment and demonstrate safe and proper techniques
- Communicate with parents and athletes
- Be on time, prepared for practice!

#### **Team Parent**

- Reports to Team Parent Coordinator
- Works with coach and commissioner to assist as needed
- Oversees communications to parents as directed by coach
- Serves as a point of contact for squad parents
- Coordinates team activities (end of season party, team bonding, etc.)

#### **Ad hoc Volunteers**

*Ad hoc volunteers report to the Team Parent Coordinator and help as needed at various events including:*

- Uniform Distribution
- Events
- Practice Field Needs

#### **Logistics**

*This position has three (4) general areas that can be handled by one coordinator or several volunteers. They are General Logistics, Travel, and Inventory*

- General Logistics is the “Committee Chair” for this position.
- Reports to Director of Cheer Operations
- Oversees travel and inventory
- Coordinates logistical needs of the cheer program (i.e. coaches' requests, permitting issues, equipment needs, etc.)
  - Travel
    - compile schedules, travel information, and requirements for event attendance
  - Inventory:
    - Oversee equipment purchases and needs
    - Manage Inventory and uniform distribution/collection activities

#### **Fundraising Coordinator (with team members)**

- Reports to Finance
- Identify and coordinate fundraising events
- Oversee all fundraising related activities.

#### **Sponsorship Coordinator (with team members) -**

- Reports to Finance
- Identify possible sponsors and approach for sponsorships
- Identify past sponsors and coordinate with either the people that brought the sponsor in the previous year or new volunteers to solicit those sponsors.
- Tracks all sponsors. Coordinate with Finance Coordinator to ensure checks are received.
- Collect sponsor paperwork and checks. Document and provide to the Finance Coordinator.
- Coordinate with web manager to ensure artwork is posted.

#### **Event Coordinators (with team members) –**



- Reports to Marketing
- Identify and Coordinate Community Events (BRYC nights, store openings, parades, etc.)
- Create and Coordinate large scale activities (Spirit Day, Raffle, other Activities)
- Works with Fundraising Coordinator and Marketing

#### **Spirit Wear Manager (with team members) -**

- Reports to Marketing
- Handle all program spirit wear for cheer including sales and marketing
- Select apparel and designs or coordinate with student volunteers who will handle development of the spirit wear line.
- Coordinate with vendor to set up online website.
- Coordinate submission and distribution of orders.

#### **Public Affairs**

*This position has four (4) general areas that can be handled by one coordinator or several volunteers. They are Public Affairs, Website, Photographer and Videographer, and Social Media*

- Public Affairs is the “Committee Chair” for this position.
- Reports to Director of Administration
- Works with all other Directors to coordinate efforts related to ensuring branding and marketing in the public eye
- Works with all other Coordinators and volunteer positions to ensure all their information is posted.
- Oversee maintenance all social media outlets
- Assist with event coordination and execution
  - **Website**
    - Ensure website is updated and maintained.
    - Maintain website membership access
  - **Photographer**
    - Takes pictures of practices, events, and other cheer happenings
    - Posts pictures to Shutterfly account and coordinates with Social Media Director to ensure social media posting
    - Coordinate and sort pictures received throughout season.
    - Works with Website / social media to provide pictures
    - Design and Print Yearbook (as determined)
    - Maintains Shutterfly membership lists/site administration
  - **Videographer**
    - Records cheers and routines
    - Loads recordings to secure YouTube website
    - Works with Webmaster to get links posted securely on website
    - Maintains YouTube membership/administration
  - **Social Media**
    - Serves as administrator for all social media sites (Facebook/Twitter/Instagram)
- Ensures media and program information is appropriately posted to all social media sites