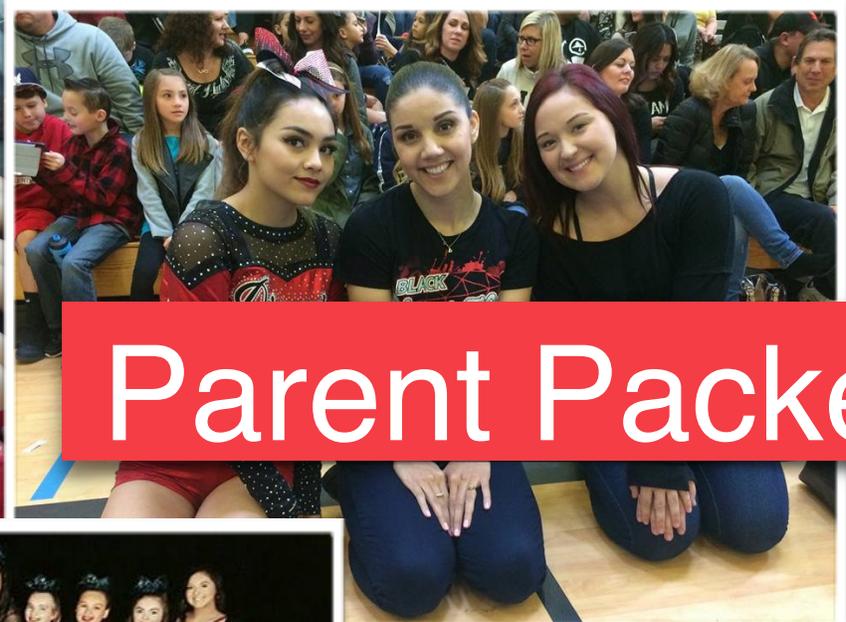
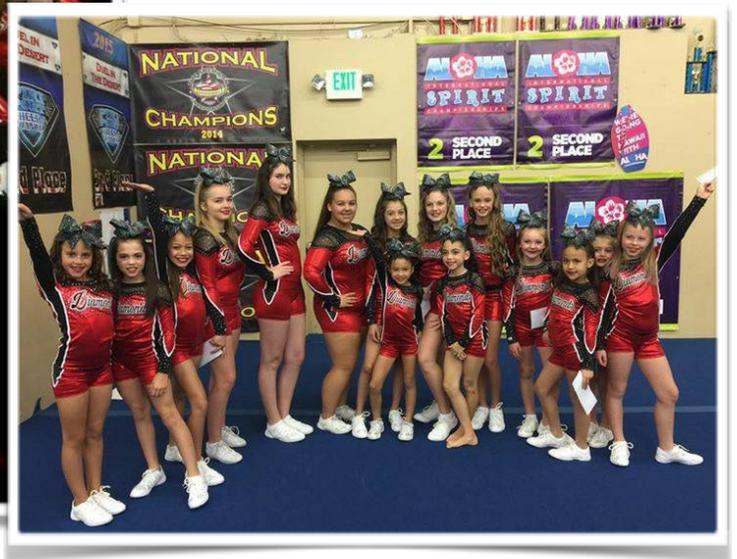
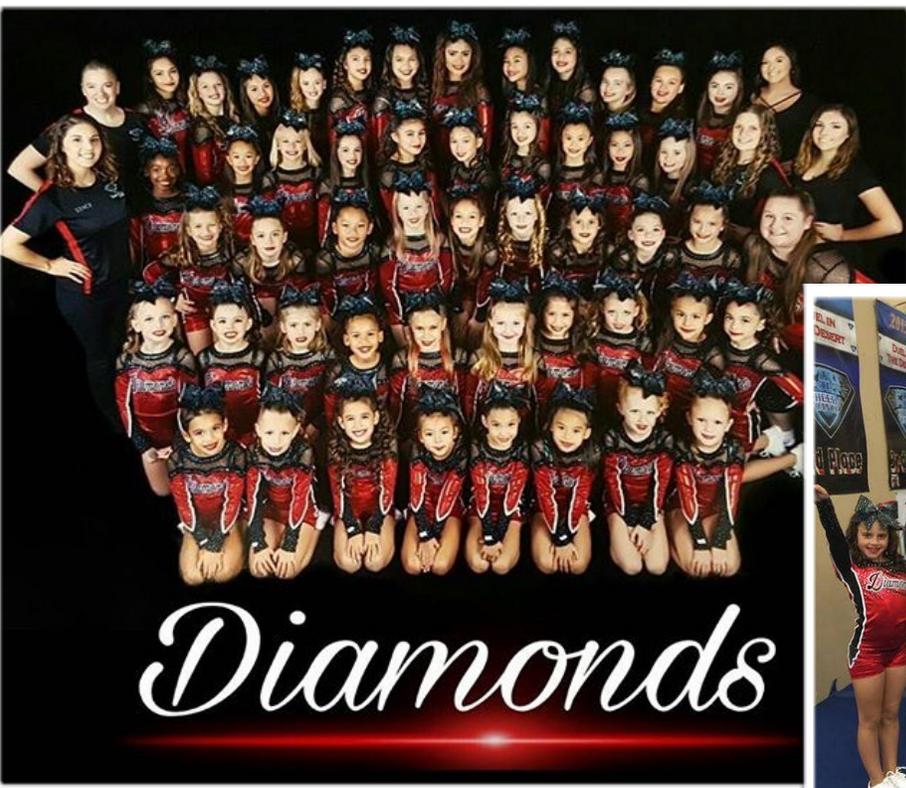


BLACK
Diamond
ALL STARS

Confident, courageous, compassionate champions
in cheer and life.



Parent Packet



Vision and Values

Our vision is to help kids, families and team members be confident, courageous and compassionate champions who make a positive difference in the world.

The Confidence of a Champion

You desire for your child to live with the **confidence of a champion**. We are extremely passionate about creating experiences, through the sport of cheerleading, which will help **your child live with greater confidence**. Their smiles tell you that they have the confidence of champions.

Here are four ways we have seen athletes' confidence grow through being part of our teams.

- Your child will learn the importance of individual best and teamwork. Our teams are great because each athlete learns to have **confidence in their unique strengths** and appreciate the strengths of their teammates. Our athletes know how to confidently work as a team which helps them excel in the sport of cheerleading and will help them excel in future teamwork opportunities.
- Your child will be **celebrated for their achievements**. We have so many different types of special celebrations for our athletes that reinforce traits that will **help them experience life-long success**. We celebrate character traits, skill development, hard work, team unity and personal achievements to make sure each athlete has the confidence of a champion.
- Your child will be **encouraged to dream big dreams**. We help them realize that their dreams can become a reality with hard work, commitment and confidence. We have various programs that teach our athletes to set and achieve goals. As the athletes accomplish their goals their confidence in their capabilities increases. Their smiling faces inspire us to keep working hard to help them.
- Your child will learn to face challenges with confidence, poise and composure. As a result of performing their high performance routines in front of hundreds of people, our athletes learn **face everyday situations with ease, grace and confidence**.

Championship Values

Every champion lives by a set of core values that help them achieve their vision and dreams. As an organization, we have defined five core values that guide us towards accomplishing our vision.

- **Positive Impact:** We strive to have a positive impact in people's lives by helping them discover their strengths, talents and giftedness and by helping them discover their potential and live it out.
- **Respect People:** We believe respect is treating people with dignity, love and worth because everyone has value and everyone's existence is important.
- **Innovation and Improvement:** Innovation is driven by our curiosity and creativity to improve everything we do so that we can better help people.
- **Deliver the Wow:** Wow is delivering an amazing experience and service that exceeds people's expectations.

- Excellence in Who We Are and What We Do: We try to always be our best and do our best.

Choosing an All Star Cheer Program

7 Questions Every Parent Should Ask Before Choosing a Cheer Gym

Does it really make a difference where you enroll your child for classes? If cheer gyms have coaches, equipment and teams, aren't they all the same? There are 7 main things that can make a huge difference in the quality of instruction your child receives, the amount of work parents must deal with and the overall enjoyment and satisfaction your family will experience with a cheer gym.

1. What are the teaching methods and curriculum used in classes?

Cheerleading is a sport that requires students to learn skills in a certain progression of difficulty. A lot of cheer gyms do not follow a structured curriculum for teaching skills or tracking the skills students have learned. This can hinder and cause unnecessary frustration in the student's learning process. This is also frustrating for parents because they do not have any easy way to evaluate their child's progress. Cheer gym facilities that do not use an organized teaching curriculum based on skill progressions risk teaching poor technique, which hinders the student's ability to learn and move to advance levels of tumbling.

At Black Diamond Kids Center, our recreational cheer classes use a comprehensive curriculum that teaches cheerleading in structured progression of skills. Our curriculum is designed to help students in the most effective manner possible with safety, fun and learning our top priority. Our coaches can easily determine what level each cheerleader is at so that they can be challenged appropriately. Our classes are also designed to prepare cheerleaders for competition all-star cheer if they choose to participate at this level.

2. Are your coaches USASF certified?

USASF is the governing agency of all-star cheerleading. This agency is responsible to ensure cheer coaches are coaching in accordance with industry standards. Some cheer coaches have not been properly trained or certified to coach cheer. A lot of cheer gyms do not encourage or support their coaches' continuing education, training or certification.

Our coaches love cheerleading. Our coaches are passionate about helping cheerleaders reach their highest potential in the sport of cheerleading and in life. They are dedicated to safety, education and training in their pursuit of excellence. Our coaches are USASF Credentialed coaches which means they have been trained and certified by USASF to coach cheerleading in a safe, positive and effective manner. We support our coaches' continuing education by having them attend conferences to continue their education and training. At Black Diamond Cheer this is important because we want to continue to provide high quality cheer experience.

3. What classes and teams do you offer?

Some cheer gyms only offer competitive cheer teams. This limits a beginner cheerleader's ability to get started in the sport of cheerleading. This is also limiting to younger cheerleaders not ready for the commitment of competitive cheer teams.

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At Black Diamond Cheer, we offer classes and teams for beginners

to advance athletes of any age. We believe this is important to ensure athletes just entering the sport of cheer will have a successful learning experience. Also offering classes and teams for differing abilities and ages ensures that there is something for anyone interested in cheerleading.

4. How are your classes and teams organized?

Some cheer gyms choose to fill classes based on space availability rather than age and ability level. In one class you may find students with vastly different ages and ability levels. This type of class organization results in students receiving inconsistent training that is not related to their specific needs.

Our classes and teams are organized by ability level and age. We have found that students learn best when they are in a class or on a team with other students their own ability level and age. This type of class organization allows our coaches to be most effective in their coaching as they can appropriately teach children who share common developmental standards. Coaches cannot be effective if their classes or teams have a wide ability level range.

5. Can I get immediate customer service?

Many cheer gyms do not provide adequate customer service for their customers as a way to decrease operating expenses. These gyms have the coaches coaching classes and handling customer service in between classes. This causes both class time and customer service to suffer negatively. Customers do not receive immediate assistance and students do not receive all of the teacher's attention. Some centers will only provide customer service for a limited amount of time during the day, usually during afternoon class times. This can be frustrating for customers who need assistance outside of this limited window of time.

Here at Black Diamond Kids Center, our customer service staffs' responsibility is to provide customer service, not coach classes. Our customer service mission is to ensure your experience here is exceptional. Our customer service office opens at 9am, 6 days a week, so that you can receive the highest level of service when you need it.

6. Is the facility clean, bright and inviting for kids? Can I watch my child's class?

A cheer gym should be clean, bright and inviting for your family. You can determine this by simply walking through the facility. As you walk around check the bathrooms as an indication of the cleanliness of the facility. A center providing activities for children should be cleaned on a daily basis.

Our entire facility is cleaned on a daily basis. Our floors are mopped, carpets vacuumed, mats washed, bathrooms cleaned and areas disinfected everyday so that your time with us is clean and comfortable. We take pride in operating a clean facility, as we believe it is a mark of our ability to provide you with an unforgettable experience.

Parents are always welcomed to stay and watch their child's class. We have two large parent waiting areas so that parents can view every exciting moment in class. We also have free WiFi so that parents who need to accomplish other projects may do so while waiting for their children.

7. What other programs does your facility offer?

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This is an important question to make sure your experience is high quality and convenient. In this busy world, our goal is to you simplify by decreasing the locations you have to travel for your children's activities.

As the only children's activity center in our area, we specialize in sports, education and entertainment opportunities for kids and teens. We provide the highest quality teaching, coaching and entertainment possible in all our programs, so that you not only receive the excellent value, but exceptional convenience. Another benefit of attending Black Diamond is the discounts customers receive by enrolling in multiple programs for your entire family. One child can participate in gymnastics and one child can cheer all at the same location.

Ages, Levels and Teams

Team Divisions

USASF is the organization that governs the sport of all star cheerleading. They set the competition divisions, levels and judging requirements. There are 5 levels. They have determined age requirements as the age of the cheerleader as of August 31st.

Here is a list of the divisions and ages:

- Exhibition teams 3-18 years old
- Tiny Pre-Team Exhibition 3-6 Years Old
- Tiny 5-6 Years Old
- Mini 5-8 Years Old
- Youth 6-11 Years Old
- Junior 8-14 Years Old
- Senior 11-18 Years Old
- Senior Open 4 (17 yrs. and older)
- Senior Open 4 Co-Ed (17 years and older)

We may have multiple teams in the same division to accommodate for the different skill levels of the athletes and number of athletes on the teams.

Team Placement Evaluations

Team placement evaluations are a fun way for your athlete to showcase their skills for placement on our teams. At the evaluation your athlete will demonstrate their skills to our coaches. Our goal is to find the best placement for each athlete. We make this process encouraging and uplifting to each athlete. Every cheerleader will be placed on a team regardless of their ability level and experience. If your child has even the slightest desire to try cheerleading, then we encourage you to go for it and come to the team placement tryouts.

Team placement evaluation will be held at the end of April. The results will be posted on the website a few days after the evaluation.