



# SMAX

*Competitive Cheerleading*

JAMZ<sup>TM</sup>  
CHEER & DANCE

PROGRAM HANDBOOK  
SEASON



2018-2019

#LIVE2INSPIRE



# WELCOME TO SMAX!

## *Competitive Cheerleading*

SMAX IS A NON-PROFIT ORGANIZATION DEDICATED TO PROVIDING AN AFFORDABLE, QUALITY COMPETITIVE CHEERLEADING PROGRAM BASED IN SANTA MONICA.

IT IS OUR GOAL TO PROVIDE AN OPPORTUNITY FOR CHILDREN AND YOUNG ADULTS OF ALL ECONOMIC BACKGROUNDS TO BE A PART OF THE CONFIDENCE BUILDING, ATHLETIC ACTIVITY THAT WE LOVE! COMPETITIVE CHEERLEADING IS A GROWING SPORT THAT DEVELOPS THE CHARACTER AND POTENTIAL OF EACH ATHLETE ON AN INDIVIDUAL LEVEL, WHILE IN AN ATMOSPHERE THAT EMPHASIZES TEAM WORK AND COOPERATION. WE HAVE BUILT A REPUTATION FOR ENTERTAINING, ACTION-PACKED ROUTINES ROOTED IN CLEAN EXECUTION AND SAFE STUNTING TECHNIQUE. WE BELIEVE IN PROVIDING A CHALLENGING, POSITIVE AND ENJOYABLE FAMILY ATMOSPHERE WHERE THE ATHLETES ALSO LEARN THE IMPORTANCE OF DEVELOPING INNER STRENGTH, INTEGRITY AND SPORTSMANSHIP. WE HOPE TO INSPIRE EACH ATHLETE TO ACHIEVE THEIR PERSONAL BEST, BOTH IN THE COMPETITIVE CHEERLEADING ARENA AND BEYOND.

WE BELIEVE THAT A PROGRAM BUILT ON THIS FOUNDATION WILL PRODUCE SELF-RELIANT, DISCIPLINED, AND CONFIDENT HUMANS THAT WILL CARRY THESE LIFE-SKILLS INTO EVERY OTHER ASPECT OF THEIR LIVES. WE BELIEVE THAT EVERY CHILD HAS UNTAPPED TALENT AND WE ARE PROUD TO PROVIDE THE OPPORTUNITY TO DEVELOP THAT POTENTIAL. WE TRULY BELIEVE THAT SANTA MONICA ATHLETIX XTREME GIVES EVERY ATHLETE A CHANCE TO ACHIEVE THEIR PERSONAL BEST.

WE VALUE THE SAFETY OF OUR ATHLETES AS A CORE COMPONENT OF OUR PROGRAM AND WE ARE PROUD TO SAY THAT OUR STAFF IS TRAINED AND CERTIFIED IN SAFE STUNTING TECHNIQUE AS WELL AS CPR/FIRST AID.

THANK YOU FOR GIVING US THE OPPORTUNITY TO SHARE OUR PASSION FOR THIS INCREDIBLE AND UNIQUE SPORT WITH YOU AND YOUR FAMILY.

**CHEERS!**

ERIKA & SEQUOIA  
SANTA MONICA ATHLETIX XTREME



# EXPECTATIONS



## RESPECT THE SPORT

- THIS IS A SUBJECTIVE SPORT. WE MAY NOT ALWAYS AGREE WITH THE RESULTS OF THE JUDGING. HOWEVER, ALL ATHLETES AND FAMILIES ARE EXPECTED TO DISPLAY EXCEPTIONAL SPORTSMANSHIP AND CONDUCT THEMSELVES IN A WAY THAT REFLECTS WELL ON SMAX.
- THIS INCLUDES SHOWING RESPECT FOR JUDGES, EVENT STAFF, OTHER TEAMS' ATHLETES & PARENTS/FANS.
- MAINTAIN A HIGH LEVEL OF SAFETY AWARENESS AT ALL TIMES.
- ENSURE YOUR ATHLETE REFRAINS FROM THE USE OF ALCOHOL, TOBACCO, ILLEGAL AND NON-PRESCRIPTIVE DRUGS, ANABOLIC STEROIDS OR ANY SUBSTANCE TO INCREASE PHYSICAL DEVELOPMENT OR ENHANCE PERFORMANCE. USE OF DRUGS OR ALCOHOL IS GROUNDS FOR IMMEDIATE DISMISSAL, WITHOUT REFUND.

## RESPECT THE COACHES, THE STAFF, & THE PROGRAM

- THIS INCLUDES REPRESENTING YOURSELF ON SOCIAL MEDIA IN A POSITIVE WAY, ESPECIALLY WHEN WEARING SMAX ATTIRE OF ANY KIND.
- THIS INCLUDES TREATING ALL EXTENDED MEMBERS OF THE SMAX FAMILY (PARENTS, FAMILY MEMBERS, CHOREOGRAPHERS, ETC.) IN A FRIENDLY AND COURTEOUS MANNER.

## RESPECT YOUR TEAMMATES

- ALWAYS ADOPT A "WE" BEFORE "ME" ATTITUDE.
- TREAT EVERY TEAMMATE WITH RESPECT. HOLD EACH OTHER ACCOUNTABLE FOR PERFORMANCE STANDARDS AND BEHAVIOR, BUT ALWAYS DO SO IN A RESPECTFUL MANNER
- YOU NEVER KNOW WHAT ANOTHER PERSON IS TRULY GOING THROUGH, AND THEREFORE WE EXPECT THAT YOU WILL ALWAYS BE SUPPORTIVE AND CARING TEAMMATES. ALWAYS STRIVE TO BE HELPFUL AND UPLIFTING FOR EACH OTHER.
- GOSSIP AND BULLYING ARE ABSOLUTELY PROHIBITED. THIS INCLUDES GOSSIP ABOUT OTHER TEAMS, TEAMMATES, COACHES, AND/OR PARENTS, INCLUDING COMMENTS ON ANY TYPE OF SOCIAL MEDIA, GROUP CHAT, GROUP TEXTS, ETC.



# PRACTICE

## PRACTICE MAKES PROGRESS!

- BEGINNING JULY 25TH, WE PRACTICE ONCE A WEEK ON TUESDAYS FROM 6-8PM
- BEGINNING AUGUST 22ND, PRACTICES ARE PLANNED AS FOLLOWS:
  - LEVEL 1 PRACTICES WILL BE TUE/THURS 6:00-7:30 ONLY, NO WEEKEND
  - LEVEL 2 PRACTICES WILL BE TUE/THURS 7-8:30 & SAT MORNING (BEGINNING 9/16/23).
- PRACTICE DAYS ARE ULTIMATELY DETERMINED BY PERMIT AVAILABILITY. TYPICALLY ONCE DAYS ARE SET, THEY DO NOT CHANGE FOR THE DURATION OF THE SEASON.
- PRACTICES ARE HELD NO EARLIER THAN 5:30PM & NO LATER THAN 8:30 PM DURING THE WEEK
- KEEP IN MIND THAT ADDITIONAL PRACTICES MAY BE CALLED IF NECESSARY TO ENSURE COMPETITION READINESS.
- **ALL PRACTICES ARE MANDATORY**

## SAFETY IS ALWAYS OUR FIRST PRIORITY, THEREFORE THE FOLLOWING RULES APPLY:

- ATHLETES SHOULD WEAR FORM FITTING CLOTHING TO PRACTICE. LOOSE CLOTHING POSES A SAFETY RISK
- ATHLETES WILL BE ASKED TO REMOVE ALL JEWELRY AT PRACTICE AND COMPETITIONS, INCLUDING NEW PIERCINGS.
- HAIR SHOULD BE WORN UP AND AWAY FROM THE FACE.
- NAILS SHOULD BE TRIMMED TO BE NO LONGER THAN THE END OF THE FINGER. ATHLETES WILL BE ASKED TO TRIM THEIR NAILS OR SIT OUT IF UNWILLING TO DO SO.
- ATHLETIC SHOES ARE REQUIRED FOR PRACTICE.  
NO VANS, CONVERSE, BOOTS, CROCS, OR SANDALS ALLOWED.





# COMPETITION READINESS



CHEERLEADING IS A PERFORMANCE SPORT AND A UNIFORM LOOK IS PREFERABLE. WE PREFER A SIMPLE, CLEAN IMAGE THAT CAN BE ACHIEVED BY A DIVERSE GROUP OF ATHLETES, AND THEREFORE THE FOLLOWING RULES APPLY:

- WE PREFER NATURAL MAKEUP FOR REGIONAL COMPETITIONS AND STAGE MAKEUP FOR LARGER COMPETITIONS. STAGE MAKEUP STYLE WILL BE DETERMINED BY THE COACHING STAFF.
- ONLY NEUTRAL NAIL POLISH WILL BE ALLOWED ON COMPETITION DAYS, UNLESS OTHERWISE APPROVED.
- CHEERLEADERS WILL BE ASKED TO WEAR THEIR HAIR IN A HIGH, SMOOTH, TIGHT PONYTAIL. ALL LOOSE HAIRS SHOULD BE SECURED. PONYTAILS SHOULD BE FLAT IRONED STRAIGHT. NO EXCEPTIONS, UNLESS PRE-APPROVED BY THE COACHING STAFF. THIS IS CONSIDERED PART OF THEIR UNIFORM.
- WE DO NOT REQUIRE THE USE OF HAIRPIECES, BUT YOU MAY USE ONE IF YOU'D LIKE. IT SHOULD BE AN APPROPRIATE LENGTH, AND A SMOOTH STRAIGHT STYLE. IT SHOULD NOT BE AN EXAGGERATED STYLE OR COLOR, AND WILL NEED TO BE PRE-APPROVED BY THE COACHING STAFF. WE CAN PROVIDE YOU WITH VENDOR INFORMATION SO THAT YOU CAN GET A QUALITY HAIRPIECE. YOU WILL BE RESPONSIBLE FOR ATTACHING THE HAIRPIECE SECURELY AT EACH COMPETITION. NO CHEER ROADKILL! IF IT COMES OUT EVEN 1 TIME, WHICH IS A DEDUCTION FOR THE TEAM, YOU WILL NOT BE ALLOWED TO USE IT AGAIN.
- COMPETITION UNIFORM (INCLUDING SHOES) SHOULD FIT APPROPRIATELY AND BE KEPT CLEAN AND IN GOOD CONDITION. IF AT ANY POINT DURING THE SEASON THE CONDITION OF ANY OF THESE ITEMS FALL BELOW STANDARDS, YOU WILL BE RESPONSIBLE FOR THE COST OF REPLACEMENT.

ALTHOUGH WE BELIEVE IN TEACHING PERSONAL RESPONSIBILITY, PLEASE HELP YOUR CHILD PACK FOR COMPETITIONS. MAKE SURE THEY HAVE EVERYTHING THEY NEED TO COMPETE, EVEN IF THEY TELL YOU THEY ALREADY CHECKED.

ARRIVING AT THE DESIGNATED TIME IS CRUCIAL FOR THE MENTAL PREPAREDNESS OF YOUR ATHLETE. PLEASE ALLOW ENOUGH TIME TO TRAVEL TO COMPETITIONS, INCLUDING DOING YOUR BEST TO PLAN FOR UNFORESEEN INCIDENTS.

COMPETING AT A HIGH LEVEL TAKES A LOT OF MENTAL AND PHYSICAL ENERGY. ATHLETES NEED FUEL TO DO WHAT THEY DO. IT IS RECOMMENDED THAT ATHLETES EAT A CARB LOADED MEAL THE NIGHT PRIOR TO COMPETITION. IN ADDITION, CHEERLEADERS SHOULD BE SURE TO EAT THE DAY OF COMPETITION AS WELL, AT LEAST 2 HOURS PRIOR TO COMPETING.





# IMPORTANT DATES \*

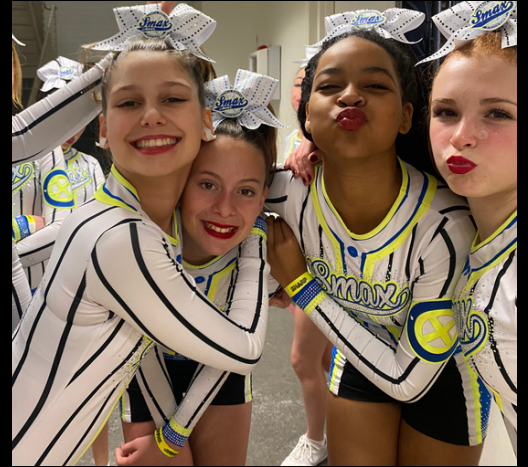
## August

Team Placements!

- 19-20 JAMZ Commuter Camp
- 22 Official Season Begins
- 26 Season 8 Kickoff Party

## September

- 4 Labor Day - No Practice



## October

- 7-8 Neon Choreography
- 26 Halloween Practice

## November

- 18-19 Potential Competition
- 22-26 Thanksgiving Break- No Practice

## December

- 16-17 Potential Competition
- 20 Winter Break Begins

## January

- 9 Practices Resume
- 15 MLK Day - No Practice
- 21-22 JAMZ Nationals - Vegas
- 27-28 Potential Competition

## February

- 2-3 Spirit Sports - Palm Springs
- 17-18 Potential Competition
- 19 President's Day - No Practice

## March/April

- TBD End Of Season Comps
- \*multiple competitions

**\*THESE ARE TENTATIVE DATES. THE FULL COMPETITION CALENDAR WILL BE ADDED TO BAND ONCE FINALIZED. WE MAY ADD OR CHANGE COMPETITIONS AS THE SEASON PROGRESSES.**





# ATTENDANCE POLICY

- ATTENDANCE IS CRUCIAL TO THE LEARNING PROCESS AND TO THE PROGRESSION OF THE TEAM. AN "ABSENCE/VACATION" MUST BE COMMUNICATED **PRIOR** TO THE MISSED PRACTICE(S).
- CHEERLEADERS ARE ALLOWED THREE ABSENCES PER SEASON. HOWEVER, NO ABSENCES WILL BE TOLERATED DURING CHOREOGRAPHY, THE WEEK OF COMPETITION OR OTHER CRUCIAL TIMEFRAMES FOR THE TEAM.
- WITHHOLDING YOUR CHILD FROM PRACTICE SHOULD NOT BE USED AS A FORM OF DISCIPLINE. THIS IS UNFAIR TO THE REST OF THE TEAM.
- TWO CONSECUTIVE MISSED PRACTICES REQUIRE A DOCTOR'S NOTE.
- PRACTICE SCHEDULES MAY CHANGE. BE PREPARED FOR SMAX TO ADD PRACTICES BEFORE A COMPETITION. WE WILL DO OUR BEST TO GIVE AS MUCH ADVANCE NOTICE AS POSSIBLE.
- PLEASE BE MINDFUL OF PRACTICE & COMPETITION DATES WHEN SCHEDULING ANY APPOINTMENTS, VACATIONS, ETC. PLEASE UNDERSTAND THAT THE PRACTICES LEADING UP TO A COMPETITION ARE CRUCIAL AND **ATTENDANCE IS ALWAYS MANDATORY**. WE APPRECIATE YOU KEEPING YOUR COMMITMENT TO SMAX TOP OF MIND.
- PLEASE NOTE THAT ATTENDANCE ISSUES MAY RESULT IN A CHANGE OF POSITION IN THE ROUTINE, OR DISMISSAL FROM THE TEAM WITHOUT REFUND.





# INJURIES

- PLEASE KEEP IN MIND THAT COMPETITIVE CHEERLEADING IS A SPORT! WE TRAIN LIKE ANY OTHER SPORT. ATHLETES WILL BE SORE AFTER PRACTICES, ESPECIALLY IN THE BEGINNING OF THE SEASON, BUT WILL BE ASKED TO CONTINUE TRAINING UNLESS THEY ARE TRULY INJURED.
- IN THE UNFORTUNATE EVENT THAT AN INJURY SHOULD OCCUR, IT IS THE RESPONSIBILITY OF THE PARENT TO SEEK PROFESSIONAL MEDICAL ADVICE/HELP. EACH ATHLETE MUST HAVE HIS/HER OWN MEDICAL INSURANCE.
- AFTER SEEING A PHYSICIAN, PLEASE PROVIDE SANTA MONICA ATHLETIX XTREME WITH AN EVALUATION OF THE ATHLETE'S INJURY/STATUS. IN CASES WHERE THE INJURY RESULTS IN TIME AWAY FROM PRACTICE TO HEAL, A RELEASE FROM A DOCTOR IS REQUIRED PRIOR TO RETURNING TO PRACTICES.
- AN ATHLETE'S INJURY MAY REQUIRE THEIR POSITION IN THE ROUTINE TO BE ADJUSTED, AND IN MORE SERIOUS CASES, THEY MAY NOT BE ALLOWED TO COMPETE OR COMPLETE THE SEASON AS ORIGINALLY PLANNED. PLEASE KEEP IN MIND THAT THIS IS ALWAYS A DECISION THAT IS MADE WITH THE BEST INTEREST OF THE ATHLETE AND THE TEAM IN MIND.

# COVID 19 PROTOCOLS

- SMAX WILL ALWAYS PUT THE SAFETY OF OUR ATHLETES FIRST
- ATHLETES SHOULD NOT ATTEND SMAX EVENTS IF THEY EXHIBIT ANY KNOWN COVID-19 SYMPTOMS OR HAVE TESTED POSITIVE FOR COVID-19





# Financial Commitment



WE WANT EVERY FAMILY TO HAVE THE OPPORTUNITY TO BE A PART OF THE SMAX FAMILY. FOR THIS REASON, WE HAVE CREATED A MONTHLY PAYMENT OPTION. YOU CAN CHOOSE THE PLAN THAT BEST FITS YOUR NEEDS. IF YOU DON'T SEE ONE THAT WORKS FOR YOU, PLEASE REACH OUT TO US AND WE CAN CREATE A CUSTOM PLAN JUST FOR YOU! FUNDRAISING OPTIONS ARE ALSO AVAILABLE

## Option 1- Monthly Payments

Combine uniform & monthly program fees into one easy monthly payment

**\$265**

Due the 15th of each month from August through February or March depending on team placement

## Option 2- Pay-in-Full

One payment covers the entire season! ! \$20 savings vs monthly payments!

**\$2100/\$1835**

Depending on team placement. Due by August 20th

PAYMENT PLANS ARE CREATED AS A COURTESY AND ARE IN NO WAY INDICATIVE OF THE PARTICIPATION OF YOUR ATHLETE(S). ALL PAYMENTS, INCLUDING PAY-IN-FULL PRICING, ARE NEVER PRO-RATED AND ALL PAYMENTS ARE NON-REFUNDABLE...INCLUDING CASES OF ILLNESS/INJURY, SITTING-OUT, JOINING LATE, OR LEAVING EARLY. IF YOUR CHILD LEAVES THE PROGRAM, FOR ANY REASON (INCLUDING INVOLUNTARY DISMISSAL), BEFORE MAY 2023 ALL REMAINING PAYMENTS ARE STILL DUE AS SCHEDULED AND WILL NOT BE WAIVED. FAILURE TO PAY ANY FEES MAY RESULT IN A CIVIL SUIT.

PAYMENTS THAT ARE DECLINED OR RETURNED WHERE SUCCESSFUL REPLACEMENT PAYMENT IS NOT RECEIVED WITHIN 5 DAYS OF DUE DATE WILL RESULT IN A LATE FEE OF \$25. IF A CHECK IS RETURNED, SUBSEQUENT PAYMENTS WILL NOT BE ACCEPTED VIA CHECK. MERCHANDISE (I.E. UNIFORM, CLOTHING, ETC.) WILL NOT BE DISTRIBUTED IF ANY BALANCE IS PAST DUE. UNPAID BALANCES PAST 30 DAYS MAY RESULT IN MY CHILD BEING "SAT-OUT" OF PRACTICE & REPLACED FOR COMPETITIONS UNTIL THE BALANCE IS PAID. UNPAID BALANCES 60 DAYS PAST DUE WILL BE SENT TO A PROFESSIONAL COLLECTION AGENCY AND/OR MAY RESULT IN A CIVIL SUIT. WE DO OUR BEST TO MAKE THE PAYMENT PLANS AFFORDABLE AND APPRECIATE YOUR EFFORTS TO MAKE PAYMENTS ON TIME.



# What's Included?

WE DO OUR BEST TO FORESEE ALL NECESSARY COSTS FOR A COMPLETE, QUALITY, ENTERTAINING & MEMORABLE SEASON. WE DO NOT WANT TO "NICKEL & DIME" YOU ALONG THE WAY. THE LIST BELOW IS AS THOROUGH AS YOU WILL FIND IN THIS INDUSTRY.

- CUSTOM UNIFORM WITH RHINESTONE DETAILS  
\*NEW FOR 2023 SEASON (WILL BE KEPT FOR AT LEAST 2 YEARS)
- 2 CUSTOM PRACTICE WEAR OUTFITS
- 2 CUSTOM BOWS
- COMMUTER CAMP/STUNT CLINIC
- INNOVATIVE CHOREOGRAPHY FROM AWARD-WINNING CHOREOGRAPHER(S)
- PROFESSIONAL/CUSTOM MUSIC
- PRACTICE SPACE RENTAL PERMITS/FEES
- ALL ATHLETE COMPETITION FEES FOR 4-6 COMPETITIONS
- INSURANCE
- TEAM PRACTICE & BONDING EVENT DURING SELECT TRAVEL COMPETITIONS
- PROGRAM ADMINISTRATION FEES
- CONSISTENT, QUALITY COACHING WITH AN EMPHASIS ON SAFETY
- FUN, LASTING MEMORIES AND FRIENDSHIPS

## WHAT'S NOT INCLUDED?

- SHOES - YOU WILL RECEIVE A LINK TO PURCHASE SHOES SEPARATELY
- ATHLETE & FAMILY TRAVEL ACCOMMODATIONS
- SPECTATOR ENTRY FEES AT COMPETITION
- PARENT/FAMILY PARTICIPATION IN TEAM EVENTS
- END OF SEASON COMP REGISTRATION & EVENT TRAVEL
- ADDITIONAL SMAX SPIRIT APPAREL





# CONTACT INFORMATION



@SMAX\_CHEER



WWW.SMAXCHEER.COM



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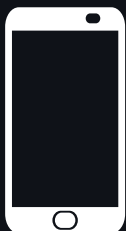
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# SOCIAL MEDIA POLICY

SMAX UTILIZES SOCIAL MEDIA TO ADVERTISE THE PROGRAM. PICTURES/VIDEOS OF YOUR ATHLETE AT PRACTICES AND/OR EVENTS WILL POTENTIALLY BE USED IN OUR PROMOTIONAL MATERIALS. WE WILL ALWAYS DO SO WITH APPROPRIATE AND POSITIVE IMAGERY. WE EXPECT THE SAME FROM ALL OF YOU, INCLUDING THE ATHLETES. FOR THESE REASONS, YOU OR YOUR ATHLETE MAY BE ASKED TO REMOVE A POST ON SOCIAL MEDIA IF NECESSARY.

BEFORE POSTING AN IMAGE, IT IS BEST TO ASK YOURSELF IF IT FOLLOWS THE "TRIPLE A" FORMAT:

1. IS IT AGE APPROPRIATE?
2. IS IT ATHLETIC?
3. WHAT DOES IT AMPLIFY?





# I'm in! How do I register?

## 1. GATHER & SUBMIT ALL DOCUMENTS AS DETAILED BELOW:

- COMPLETE ELECTRONIC WAIVER/AGREEMENT
- CHOOSE A PAYMENT PLAN & SUBMIT FINANCIAL AGREEMENT
- SUBMIT ELECTRONIC COPY OF BIRTH CERTIFICATE
- SUBMIT COPY OF INSURANCE CARD
- SUBMIT COPY OF SPORTS PHYSICAL WITH STAMP

## 2. VENMO/ZELLE APPLICABLE REGISTRATION FEE TO @SMAXCHEER

- \$100

# How do team placements work?

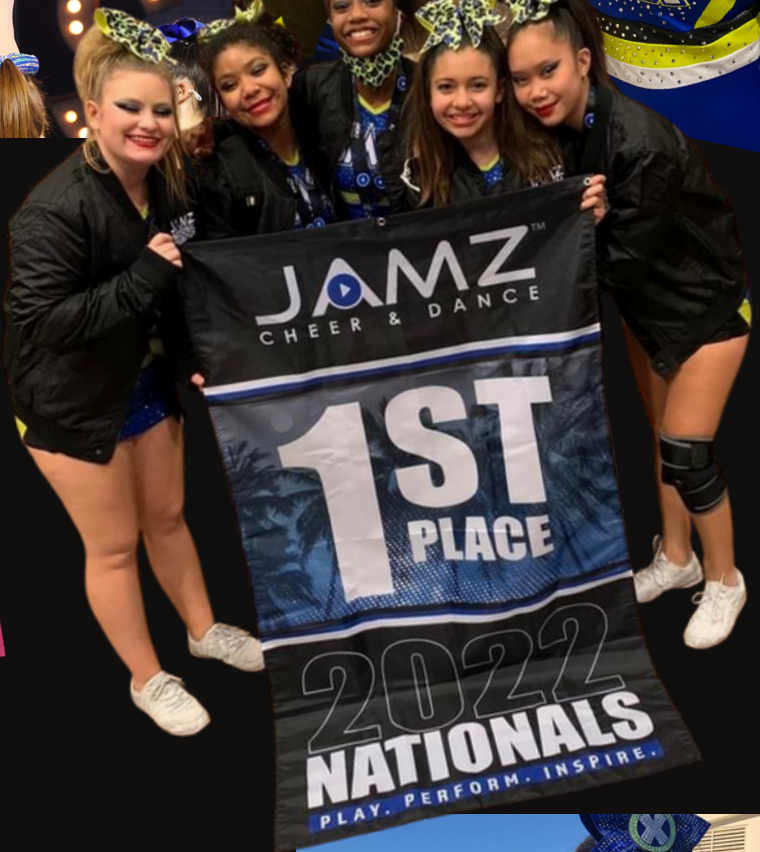
ATHLETES ARE EVALUATED THROUGHOUT THE SUMMER AND WILL BE PLACED ON THE TEAM THAT WE FEEL BEST SUITS THEM. PLEASE KEEP IN MIND THAT TEAMS ARE FORMED TO OPTIMIZE THE SUCCESS OF THE ATHLETE AS WELL AS THE OVERALL TEAM/PROGRAM.

WHEN EVALUATING ATHLETES FOR TEAM PLACEMENT, WE CONSIDER THINGS SUCH AS AGE, MATURITY LEVEL, ATTITUDE, TUMBLING SKILL LEVEL, STUNTING ABILITY, FLEXIBILITY, AND ABILITY TO LEARN AND PERFORM THE MATERIAL.

ALL TEAM PLACEMENT DECISIONS ARE FINAL.











Our  
Future  
is  
Bright!

TO *Fabulous*  
**LAS VEGAS**  
NEVADA  
YESCO



**SWAX**