

PARENT & ATHLETE HANDBOOK

Tier 2/3

2025–2026



*Building Strong Athletes. Strong
Teammates. Strong Leaders*

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1. WELCOME TO ALL 4 CHEER

At All 4, we believe the journey matters just as much as the destination. Our mission is to create a welcoming, high-energy environment where athletes thrive, families feel connected, and confidence is built one skill at a time—reaching far beyond the gym.

All-star cheerleading is more than a sport. It's a powerful tool for building character, teaching perseverance, strengthening teamwork, and celebrating effort and faith. It's about chasing big goals, growing through challenges, and forming friendships that last a lifetime.

Our coaching staff brings exceptional knowledge, passion, and collaboration to every practice. We're committed to helping athletes succeed in cheer and beyond by developing skills, confidence, and resilience they can carry through life.

All 4 is a diverse, vibrant community united by our love for the sport. When you join us, you enter a "TEAM FIRST" culture built on progressions, skill mastery, and doing things the right way for long-term success.

We're passionate about building strong athletes, strong teammates, and strong leaders. Thank you for trusting us with your athlete's journey—we're proud to have you as part of the All 4 family.

2. OUR CORE VALUES

At All 4, our core values drive everything we do. They define our culture and set expectations for athletes, parents, coaches, and leadership.

Living these values isn't optional, it's essential to representing All 4 with pride, commitment, and character.

- **Hard Work:** We pursue excellence through effort and perseverance.
- **Communication:** We speak honestly and listen respectfully.
- **Responsibility:** We own our actions and their impact.
- **Support:** We lift each other up in both wins and challenges.

We prioritize character over rules. Every athlete, parent, and coach is expected to embody these values—in the gym, at competitions, and online.

3. OPEN DOOR POLICY: COMMUNICATION MATTERS

We believe that honest, open communication is essential to creating a positive experience for every athlete and family. No athlete or parent should ever feel like they must suffer in silence.

Our leadership team (Becca, Zeke, and Alex) is committed to maintaining a transparent and supportive environment. They are approachable, accessible, and dedicated to helping address any questions, concerns, or challenges that may arise.

Please use email as the primary method of communication (outside of an actual emergency).

Phone calls, texts, or Team App. Messages should *not* be used to initiate conversations. Email allows us to track discussions, stay organized, and respond thoughtfully—without disrupting practices or athlete supervision. Most importantly, it ensures nothing gets missed. 📧 **This is especially important for Becca and Alex.**

They oversee **hundreds of athletes and families**, and while a quick text may seem simple, the volume can quickly become overwhelming.

Unstructured communication—especially during off-hours—can lead to burnout and make it harder to give each family the attention they deserve.

Text messages are often lost or forgotten, especially when they come in outside of designated work time.

When you reach out by email, the leadership team will determine whether your question should be answered directly by the coach or escalated to Becca/Alex. They will also determine whether a response via email/text makes sense or if a phone call or in-person meeting is more appropriate. If you prefer how you'd like to connect, please include that in your message.

New this season:

We're implementing a designated window for parent phone calls, texts, and in-person meetings. As before, you'll initiate the conversation via email, and they'll schedule the follow-up (if needed) during a window that works for both of you. This approach ensures our leadership team's work-

life balance while allowing them to stay fully present and engaged during practices.

We're also excited to introduce a **Parent Meeting Station** on the cheer side of the gym—a clear, soundproofed office space designed for private yet visible conversations. This space allows for in-gym meetings with parents or athletes in a setting that is respectful, confidential, and fully on camera.

 Please email: cheer@all4gymtexas.com to get the conversation started.





**OPEN DOOR POLICY
COMMUNICATION MATTERS**

Don't Suffer in Silence
Cheer@all4gymtexas.com

Tip: Always email first- it helps us to help you faster!

4. SUPPORTING YOUR ATHLETE: WHAT PARENTS NEED TO KNOW

At All 4, we deeply value the role parents play in an athlete's success. We encourage families to stay informed, stay positive, and trust the coaching process. Below are clear guidelines to help you support your athlete in the best possible way, on and off the floor.

STAY INVOLVED—THE RIGHT WAY

At every practice, our coaches provide athletes with detailed feedback, corrections, and skill-specific instruction to help them grow and succeed. We encourage parents to stay connected by asking their athletes about the corrections and goals they are working on after practice.

Understanding the feedback your athlete is receiving helps you stay informed, involved, and supportive, without stepping into a coaching role.

Ideally, our athletes should first advocate for themselves. For example, during a water break, they should approach the coach if they feel uncomfortable asking a question or escalating a concern in front of the team.

We understand that sometimes your athlete may need your assistance, and at other times, you may hear they have received repeated corrections over long periods or feel unsupported. If you notice this and have questions about your athlete's progress, please don't hesitate to contact us via email. We're more than happy to clarify any feedback and collaborate with you to support your athlete's development.

PRACTICE VIEWING POLICY

We want families to be able to observe their athlete's progress while maintaining a focused and productive training environment.

LIVE STREAM ACCESS

All practices are livestreamed so parents can watch from any device, anywhere. Each athlete will be enrolled in a "viewing practice" that gives you camera access daily, including blackout periods. Log in to your All 4 Account to view.

IN-PERSON VIEWING

Cheer Side:

There is **no physical viewing area** on the cheer side. Please use the **livestream** to observe practices.

SUPPORTING YOUR ATHLETE: WHAT PARENTS NEED TO KNOW

Stay informed, be encouraging,
and let the coaches coach.



Ask about practice goals



Don't take on the
coaching role



Have questions?
Please email us



Your support matters
during practice

Summer (Through August 10):

Due to lower recreational enrollment, parents may observe from the **rec side of the gym** during weekday practices. However, please keep in mind that your team might not be on the rec side, so always have a device so you can watch in the lobby if you choose to.

Fall/Spring (Beginning August 11):

Weekday viewing is not available due to **limited space and high class volume**. Please use live stream video to supervise all practices.

PARENT CONDUCT DURING PRACTICE

Parents should not coach, direct, or correct athletes during practice (and preferably not at home after practice). Your role is to offer encouragement and support, not instruction.

A good coach sees countless corrections that could be made. An amazing coach knows which ones matter most to help an athlete grow without becoming overwhelmed. Parents don't have visibility into what the coaches see as most urgent for their athlete to focus on. Athletes already receive a steady stream of technical feedback from their coaches. Additional input from parents can create confusion and stress. Trust the process, and please let the coaches coach.

5. SUMMER TRAINING EXPECTATIONS

Why Summer Matters

Summer training plays a vital role in preparing athletes and teams for the season ahead. Athletes are expected to:

- Attend all scheduled practices, clinics, and choreography sessions
- Maintain and improve skills required for their level
- Build strength, flexibility, and endurance to meet competitive demands



IMPORTANT REMINDER: SUMMER TEAM PLACEMENTS

Summer placements are preliminary and subject to change.

- ✓ Skill maintenance
- ✓ Performance quality
- ✓ Work ethic
- ✓ Attendance

Athletes who do not consistently meet expectations may be **reassigned** or removed before choreography begins.

6. ATTENDANCE & SEASON COMMITMENTS

Building a team-first culture through consistency, communication, and full participation.

Our teams rely on every athlete being present, prepared, and committed. We ask all families to carefully review the information below and save all dates provided.

KEY DATES: CHOREOGRAPHY, COMPETITIONS & EVENTS

The 2025–2026 season includes multiple required events such as choreography camps, showcases, and competitions.

Full participation is mandatory.

Missing these events impacts the entire team and may result in alternate placement or removal from routines.

Save-the-Date Calendar:


 <https://tinyurl.com/All4Savethedate>

Gym Closures

 <https://tinyurl.com/A4C-Team-Closure>

7. ATTENDANCE POLICY

Consistent attendance is essential for athlete development and team success. This season, we are taking a more intentional and proactive approach to setting expectations.

 **Repeated absences**, even if excused, may result in **alternate placement** or being moved to another team.

Unexcused absences and missed competitions carry financial penalties and may affect future eligibility. Athletes are expected to attend **every scheduled practice and competition**, even when sick (with proper precautions).

ATTENDANCE POINTS

Each athlete receives **6 attendance points per season**:

- **2 points** for Summer (June 4–August 12)
- **4 points** for Fall/Spring (August 13–end of season)

Every absence—whether approved or not—counts as 1 point.

Late arrivals and early departures do not count as absences, but they are addressed under the **Tardiness** section.

APPROVED ABSENCES

To be considered approved, absences must:

- Be submitted **as soon as you are aware of the conflict**, and **no later than 2 weeks in advance**
- Use the **official Absence Request Form**
- Not exceed the athlete's seasonal point limit
- Not fall during a **blackout period**
- Be due to a valid reason (e.g. travel, school event, illness) or a **verifiable family emergency** (e.g. medical or funeral)


UNEXCUSED ABSENCES

An absence is **unexcused** if it:

- Is not submitted via the official form
- Is submitted **with less than 2 weeks' notice** and is not due to an emergency
- Exceeds the athlete's seasonal point limit
- Falls during a blackout period
- Does not meet the **criteria for approval**

Unexcused absences will result in:

- A **\$25 auto-billed fee per occurrence**
- Assigned **conditioning**
- Potential **routine changes or alternate placement** for repeated offenses

 This fee ensures the policy is taken seriously and reinforces accountability to the team. It also helps offset disruptions to coaches and teammates.

SPECIAL CONSIDERATIONS

- **High School Seniors** may request **1 additional attendance point** for a verified senior event.

- **School Cheerleaders** may request an additional 3 points for required school events, such as games, competitions, or performances.
- **Pre-booked Summer Vacations** may be considered for a contract exemption if submitted and approved **by June 1**.

ILLNESS & INJURY

We understand that illness and injuries happen, but we still expect transparency and consistent communication so the team can plan accordingly.

If sick:

- Attend practice in a mask. You may observe and sit out as needed.
 - If you must stay home, submit the **Absence Request Form immediately**.
- If you have a doctor's note the attendance point will be excused.**

If injured:

- Submit an **Injury Form** along with a **doctor's note on official letterhead**
- Athlete is still expected to attend practice and competitions
- All limitations must be clearly documented—**verbal instructions will not be accepted**
- Submit documentation **as soon as possible** to avoid delays or miscommunication

CHOREOGRAPHY

Choreography is a critical part of the season.
However, **it is not mandatory** if:

- You are **out of town**, or
- You have a **previously scheduled commitment**

Please submit your Absence Request **as soon as you are aware** so we can plan accordingly. The sooner we know, the better for the team.

We will make every effort to schedule choreography around school cheer camp when possible.

Even when not mandatory, missing choreography can impact routine placement. Please make every effort to attend.

BLACKOUT DATES & COMPETITIONS

Here's what to expect:

- **2 weeks before a competition:** All teams will practice additional practices which will be mandatory unless you have a school function for a grade.

No excused absences are allowed within the 2-week blackout window.

These periods are critical and **non-negotiable**.

COMPETITION PENALTIES:

Late arrivals, early dismissals, or being unavailable on competition days will not be tolerated and place the team at serious risk.

If an athlete:

- Misses a competition
- Arrives late
- Leaves before awards

They:

- Will be charged a **\$100 penalty**
- May be placed on **alternate status** for future events

Competitions and awards require **full-day availability**, including potential last-minute practices, travel, warmups, and ceremonies.

TARDINESS & EARLY DEPARTURE

Athletes arriving late or leaving early may face:

- **Conditioning assignments**
- **Loss of stunt or tumbling positions**
- **Routine changes**

Please make every effort to arrive on time and stay for the full duration of every practice.

FINAL REMINDERS

- Submit all absences using the Absence Request Form
<https://tinyurl.com/A4Cabsence>
- Turn in requests **as early as possible**, and **no later than 2 weeks in advance**
- **Every absence—approved or not—counts as 1 point**
- Stay within your **seasonal point limit**
- Submit injuries using the **Injury Form + doctor's note**
<https://tinyurl.com/A4Cinjury>

8. FINANCIAL RESPONSIBILITY

Joining an All 4 team is a season-long financial commitment.

By accepting a team placement, families agree to:

- Pay all tuition, fees, and competition expenses for the entire 2025–2026 season, even if the athlete withdraws or is removed for cause
- Understand that tuition does not guarantee performance or competition—athletes must continue meeting attendance, behavior, and skill expectations
- Remain responsible for tuition regardless of absences, injury, or voluntary withdrawal
- Acknowledge that **no refunds are available** once the season has begun

Contract Buyout Option

Families may end their financial obligation by:

1. Paying a **\$250 contract buyout fee (additional fee for flyers, see flying section)**, and
2. Returning the **uniform within 2 business days**
3. **Tuition will still run until the uniform is returned**

Once completed:

- The athlete will be removed from their team placement
- No further tuition or fees will be charged

If a buyout is not completed properly:

- Tuition fees remain due
- Unreturned uniforms will result in a **\$450 replacement charge in addition to the \$250 contract buyout fee.**



We allow athletes to resign before June 20th to avoid paying a contract buyout fee (we never offer refunds on tuition). This allows athletes to ensure they are a good fit for the team during their first several practices.

9. WHAT'S INCLUDED IN TUITION

We include many significant costs in your tuition that are typically billed separately at other gyms. This simplifies the season and prevents surprise fees later.

✓ Included in Tuition:

- Uniform rental (No need to purchase a \$500+ uniform)
- Choreography fees
- Custom music licensing and editing
- Competition registration fees for all **regular season** events (does not include end of season/Summit events).

These inclusions represent significant value and keep our pricing transparent and easy to understand.

✗ Not Included in Tuition:

- Practicewear (more information under Section 12)
- Black cheer shoes & Competition bow
- Optional extra classes or privates
- Athlete competition entry fees to **Summit** or **D2 Summit**
- Team gifts (see section 16).

10. EXTRA TRAINING OPPORTUNITIES

All Tier 2/3 Athletes Receive:

- **50% off** all additional classes only in our Frisco gym

Enrollment Details:

- Families may enroll in extra classes anytime through the **Parent Portal** on the All 4 website
- All additional classes are billed monthly
- Submit the drop form 2 weeks prior to the date you want to drop to not be billed for the following month

These training opportunities are strongly encouraged for athletes who want to sharpen their technique, build power, or prepare for higher skill levels.

11. PRACTICE EXPECTATIONS

At All 4, athletes are expected to arrive on time, **prepared, appropriately dressed, and focused** at every practice. We are committed to creating a structured, professional environment that prepares athletes for success.

What to Wear

Practice Bras

Athletes will receive 3 bras:

- (1) All 4 gym-standard bra
- (1) Team-specific bra

Athletes will also receive:

- (1) Practice Bow
- (1) Gym Tank Top

Total cost: \$120, billed in three payments of \$40 each in **July, August, and September**

Practice Shorts

Athletes must wear **solid black athletic shorts** (Nike Pro or similar, compression athletic style). Shorts should offer full coverage and stay in place during stunting and tumbling. Amazon offers many options in varying styles, fits, and budgets.

Gym Tank Top

Athletes may wear the Season 13 **All 4 tank** over their bra for modesty.

Hair

Must be pulled up in a secure high ponytail with a bow. If you have a personal situation where a high pony.

Shoes


All athletes must wear **black cheer shoes** for performances; any cheer shoe is acceptable for most practices.

Backpacks & Hydration

- All athletes must bring a **backpack** and store it neatly in designated cubbies

- Bring a **sealed water bottle daily**; we waste too much time with the athletes running across the gym and then waiting in line for water. We will sell bottles at the gym for those who don't plan accordingly.

Safety & Personal Items

- **Jewelry:** No jewelry of any kind is allowed at practice.
 *New piercings must be scheduled during the summer only.* Use of clear spacers during summer is permitted during healing.
- **Nails:** No long or sharp nails allowed.
- **Phones:** Phones will be **turned off and collected** at the start of practice.

Accountability

Failure to meet dress code or behavior expectations may result in:

- 30 minutes of **additional conditioning** before or after practice
- Alternate status on team

Professional presentation and preparation are part of being a competitive athlete.

12. TEAM REPRESENTATIVES (TEAM REPS)

Each team will have one designated **Team Representative (Team Rep)** to assist with communication, coordination, and support the team experience throughout the season.

Team Reps Help:

- Share essential reminders and updates from coaches and directors
- Assist with organizing team events, celebrations, and gifts
- Help answer basic logistical questions from parents (practice times, tailgate details, event timelines, etc.)

Important Communication Guidelines:

- Team Reps are a valuable resource for **day-to-day team coordination**
- Official team questions regarding **skills, roles, coaching decisions, attendance approvals, or athlete placement** must go directly to:
cheer@all4gymtexas.com

Team Reps are volunteers who support day-to-day coordination and help keep parents informed. They do not make coaching decisions, assign athlete placements, or handle financial matters. Let's show our

appreciation for their time and effort in creating a positive, well-organized experience for every All 4 family!

13. COMPETITION RULES

Arrival Requirements

- Athletes must arrive **fully ready** at the designated meet spot by the scheduled time
- Families should plan to arrive at least **30 minutes early** to allow for parking and walking
- Athletes should eat a healthy meal beforehand and bring **water and snacks** in their backpacks

Competition Days

- Competitions are typically on **weekends** (Saturday or Sunday), but some national events may include **Friday or Monday**
- Athletes must reserve the **full day** for each event, including same-day practices or extended schedules
- All athletes must **stay until after the awards**

Schedule Information

- Competition schedules and meet-up times are usually released **2–4 days in advance**
- We appreciate your flexibility and support in adjusting plans once final schedules are released

Travel for Out-of-Town Competitions

- **Do not book travel** until you receive instructions from All 4
- Families must wait for **official timelines and hotel info** before booking

Attendance Reminder

- All athletes, including **alternates**, must attend every competition
- Missing a competition, late arrival, early departure results in a **\$100 penalty auto charged to your account**

Same-Day Practices

Practices may be scheduled on the same day as competitions for **full-outs or warm-ups**

- These practices are **mandatory**, and attendance is part of competition readiness

14. ALTERNATE STATUS


At All 4, alternates are critical in team depth and readiness.

What It Means to Be an Alternate

- Alternates are **full team members** who attend all practices, competitions, and team events
- Alternates are **not guaranteed to compete**, but must stay fully prepared
- Many alternates are asked to “train up” and are actively preparing for a routine spot

Why Athletes Become Alternates

Alternate status may result from:

- Injury or illness
 - Missed practices
 - Inconsistent skill execution
 - Not meeting All 4 program expectations
-  Injured athletes must provide a **doctor's release** before returning to full participation.

Financial Expectations

- As full team members, **alternates remain responsible** for all training, events, tuition, and fees
- **Paid postseason bids** (e.g., Summit) belong to the **team**, not the individual athlete

15. MERCHANDISE, APPAREL, AND GIFTS

All 4 Cheer is proud of its brand and team identity. To maintain **consistency and fairness** across all teams, we have the following policies:

Use of Logos and Team Branding

- All 4 logos, team names, and branding are **exclusive property** of All 4 Cheer
- Parents must receive **written approval** before making, selling, or distributing.
- All 4-branded items **Email approval requests to:**
cheer@all4gymtexas.com

Team Gift Policy

- A \$75 maximum team gifts limit is on this season. Your team rep will work with the team to come up with gifts for one special competition this season.

You're welcome to volunteer your time or bring extras, but no one is obligated to give beyond the \$75 limit. We've removed "by team" gift tables and daily snacks or desserts before competitions.

16. THANK YOU & FINAL REMINDERS

At All 4 Cheer, we believe the **journey we take together is just as meaningful as the destination we reach.**

Thank you for being part of our All 4 family. This handbook is here to keep you informed, prepared, and connected to our goals. By following these guidelines, you help us build

- Strong athletes
- Strong teammates
- Strong leaders

-on and off the mat.