

PROGRAM HANDBOOK



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Welcome to BlackWatch All-Stars

Welcome to BlackWatch All-Stars! We are proud to offer a competitive cheerleading program built on discipline, accountability, respect, and excellence—both on and off the mat. Our goal is to create an environment where athletes feel supported, challenged, and inspired as they grow as teammates and individuals.

At BlackWatch, cheerleading is about more than skills and competition. It is about commitment, teamwork, and pride in being part of something bigger than yourself. Our program is designed for families who value structure, consistency, and a team-first mindset, while still embracing a positive and encouraging atmosphere.

This handbook outlines the policies, procedures, and expectations that govern participation in the BlackWatch All-Stars program. These guidelines exist to support fairness, safety, and the overall success of every team. In addition to this handbook, participation in the program is governed by the Program Financial Guide, Tryout Information Packet, and the Season Calendar & Competition Schedule.

Participation in BlackWatch All-Stars is voluntary, but it is a commitment. By choosing to participate, families agree to adhere to all program policies and support the standards set forth by BlackWatch All-Stars. We are excited to work with athletes and families who are ready to commit to our program culture and grow together throughout the season.





Our Vision

At BlackWatch All-Stars, our vision is to be a program that sets the standard for excellence in competitive cheerleading while developing confident, disciplined, and respectful athletes.



We strive to create an environment where athletes are challenged to grow, supported through their journey, and held to high expectations that prepare them not only for success on the mat, but for life beyond the gym. Through structure, accountability, and teamwork, we aim to build athletes who understand the value of commitment and take pride in their role within a team.

BlackWatch All-Stars is committed to fostering a positive, unified culture where athletes, coaches, and families work together toward common goals. We believe success is achieved through consistent effort, trust in the process, and a shared dedication to improvement.

Our vision extends beyond medals and scores. We aim to shape athletes who demonstrate leadership, resilience, and integrity, leaving BlackWatch All-Stars with skills and values that will serve them well in all areas of life.

Our Mission

01

Commitment of Excellence

We are committed to providing structured, high-quality training that challenges athletes to grow, improve, and perform at their highest potential. Excellence at BlackWatch All-Stars is built through consistent effort, attention to detail, and accountability in every aspect of the program –on and off the mat.

02

Development Of Confident Leaders

We aim to develop athletes who lead with confidence, responsibility, and integrity. Through mentorship, discipline, and clear expectations, we prepare athletes to take ownership of their role on a team and to represent BlackWatch All-Stars with pride, both inside and outside the gym.

03

Culture of Respect and Accountability

BlackWatch All-Stars is committed to maintaining a respectful, disciplined, and supportive training environment. Athletes and families are expected to contribute positively to our culture by demonstrating respect for coaches, teammates, and the program as a whole. Accountability and consistency are essential to individual growth and team success.

04

Community Built On Commitment

We believe strong teams are built through trust, communication, and shared commitment. BlackWatch All-Stars strives to foster a unified community where athletes, coaches, and families work together toward common goals, creating an environment of support, pride, and belonging that extends beyond the mat.

Program Leadership & Decision Authority

BlackWatch All-Stars operates with a clear leadership structure to ensure consistency, safety, and the overall success of our athletes and teams. All decisions are made with the best interest of the athlete, the team, and the program as a whole in mind.

The Gym Owner, Randy Beckham, and the All-Star Director(s) hold final decision-making authority regarding all aspects of the program. This includes, but is not limited to, team placements, practice schedules, routine construction, athlete roles and positions, competition participation, staffing decisions, discipline, and enforcement of program policies.

The coaching staff is responsible for implementing program standards and making daily coaching decisions for their assigned teams. Coaches' decisions regarding training, routines, athlete roles, and participation are to be respected and are not subject to public discussion, negotiation, or debate.

BlackWatch All-Stars is committed to clear and consistent communication. Program-wide and team-related decisions are communicated through official channels to ensure all families receive the same information. While questions may be addressed as appropriate, decisions that impact the team as a whole will not be individually debated or renegotiated.

Coaches and program leadership are available for communication that is constructive and growth-focused. Appropriate inquiries include questions related to skill development, performance improvement, training recommendations, or additional classes and opportunities that may help an athlete progress.

Coaching staff and leadership are not available to engage in conversations that involve debating routine placements, questioning coaching decisions, comparing athletes, or processing emotional reactions to team or routine changes. Routine adjustments and position changes are a normal and necessary part of the training process and may occur frequently throughout the season.

Respect For Leadership

Respect for BlackWatch All-Stars leadership and coaching staff is expected at all times. Disrespectful behavior toward coaches, staff, or program leadership—whether in person, through electronic communication, on social media, or through third parties—will not be tolerated and may result in disciplinary action, up to and including dismissal from the program.

Participation in BlackWatch All-Stars requires trust in the leadership and coaching staff. Families who are unwilling to respect program authority, decision-making processes, or communication boundaries may find that this program is not the right fit.

Program Discretion & Right of Release

BlackWatch All-Stars reserves the absolute right to:

- Move athletes between teams at any time
- Change athlete roles or positions
- Designate alternate status
- Remove athletes from competition lineups
- Reassign athletes to lower-level teams
- Place athletes as alternates if skill maintenance declines
- Release an athlete from the program at any time

These decisions may be based on:

- Skill regression or failure to maintain required skills
- Safety concerns
- Attendance
- Athlete conduct
- Parent conduct
- Financial delinquency
- Team needs
- Program integrity
- Any circumstance deemed detrimental to the team or program

If an athlete is unable to maintain the skills required for their current team:

- They may be reassigned to a team that matches their current ability level.
- If no position is available on another team, they may be placed on alternate status until skills are consistently restored.
- Alternate status may result in benching from performances and competitions.

All placement and release decisions are final and not subject to appeal or negotiation.

Final Authority & Enforcement

BlackWatch All-Stars reserves the sole and absolute authority to interpret, enforce, and apply all policies contained within this handbook and any supplemental program documents.

All decisions made by the Gym Owner and All-Star Director(s) regarding placement, discipline, conduct, attendance, financial enforcement, participation, and dismissal are final and not subject to negotiation or appeal.

BlackWatch All-Stars reserves the right to modify, amend, or update policies at any time to protect athlete safety, program integrity, and operational standards.

Participation in the program constitutes acceptance of this authority.

Communication & Chain of Command

BlackWatch All-Stars values clear, respectful, and efficient communication. To ensure that questions and concerns are addressed appropriately—and to allow coaches and staff to focus on athlete development—families are expected to follow the communication guidelines and chain of command outlined below.

Athlete Communication

Athletes are encouraged to communicate directly with their head coach regarding routine-related questions, skill development, performance feedback, injuries, or concerns affecting their participation. This promotes accountability, confidence, and growth.

Parent Communication

To streamline day-to-day communication, Team Moms are the primary point of contact for general team-related questions.

Appropriate topics for Team Moms include:

- Practice times, locations, and schedule reminders
- What to wear to practices, events, or competitions
- Team-specific reminders and logistics
- Meet-time clarification and check-in locations

Team Moms serve as a liaison between families and the coaching staff and will communicate with coaches or leadership as needed.

Team Moms do not handle attendance, absences, or participation decisions.

Attendance & Absence Communication

All attendance-related matters must be communicated directly to the coaching staff. This includes:

- Reporting absences or late arrivals
- Injury or illness notifications
- Requests for excused absences

Parents are required to notify their athlete's coach and submit the official Absence Request Form within the timelines outlined in the Attendance Policy. Communicating an absence to a Team Mom does not fulfill this requirement.



Escalation Of Communication

If a question cannot be resolved by the Team Mom or involves attendance or athlete participation, it should be directed to the athlete's head coach.

Questions related to program policies, financial obligations, or matters not resolved at the team level may be directed to the All-Star Director.

Parents should not bypass the chain of command by contacting multiple staff members, program leadership, or other families regarding the same issue.

Appropriate vs. Inappropriate Inquiries

BlackWatch All-Stars welcomes communication that is constructive and focused on athlete growth.

Appropriate inquiries include:

- What skills an athlete can work on to improve
- Training recommendations or additional classes
- Feedback related to athlete development

Inappropriate inquiries include:

- Debating routine placements or position changes
- Comparing athletes
- Questioning or challenging coaching decisions
- Emotional processing of routine or participation changes

Routine changes and position adjustments are a normal and necessary part of the training process and are not subject to negotiation.

Response Time & Availability

Coaches and leadership make every effort to respond in a timely manner; however, responses may be delayed due to practices, competitions, meetings, or personal time.

Messages sent during practices, competitions, or outside of business hours may not receive immediate responses. Repeated messages regarding the same issue may result in delayed communication.

Emergency Situations

In the event of a time-sensitive emergency involving an athlete, families may contact program leadership directly.

Failure to Follow Chain of Command

Failure to follow the established communication process may result in delayed responses or the matter not being addressed. Continued disregard for communication expectations may result in disciplinary action.

Coaching Staff

The BlackWatch All-Stars coaching staff is made up of experienced, dedicated individuals who are committed to athlete development, safety, and team success. Our coaches work collaboratively to uphold program standards and create a positive, structured training environment for all athletes.



Ashley Thomas
Director



Fred Goodgame
Assistant Director



Dustin Reynolds
Coach



Ayden Anderson
Coach

Coaching Roles & Responsibilities

Each member of the BlackWatch All-Stars coaching staff serves a defined role within the program:

- All-Star Director: Oversees program structure, athlete placement, staff oversight, and competitive direction.
- Head Coaches: Lead team training, routine execution, and athlete development.
- Assistant Coaches: Support head coaches in skill instruction, safety, and athlete development under the direction of the head coach.

All communication with coaching staff must follow the Communication & Chain of Command outlined in this handbook.

Team Structure

Program Pathway

BlackWatch All-Stars offers multiple competitive team pathways designed to meet athletes at their current stage of development while preparing them for long-term success in the sport.

Our program structure allows athletes to progress through different stages of training, competition, and skill development. Team placement is not based on status, but on the environment where each athlete can train safely, grow confidently, and contribute meaningfully to their team.

Athletes may move between program tiers throughout their time at BlackWatch All-Stars as their skills, experience, and readiness evolve. Many athletes progress through multiple stages of the program as they continue to develop.

Novice / Mini

Novice Teams are designed for athletes who are new to competitive cheerleading and are developing foundational skills in an age-appropriate, structured team environment. These teams focus on confidence building, skill progression, and learning how to perform within a routine setting.

Novice Teams typically align with USASF Tiny age divisions, based on the current Age Grid and athlete registration each season. Teams perform music-based routines and are evaluated at events rather than competing head-to-head against other teams.

Practice schedules, event participation, and program details for Novice Teams are outlined in the Program Guide and Tryout Information Packet.

Practice & Participation

- Practice frequency determined each season
- Limited events
- No overnight travel

Prep

Prep Teams provide athletes with a competitive All-Star cheerleading experience while maintaining a moderate level of commitment compared to Prep Elite and Elite teams. These teams are designed for athletes who are continuing to develop their skills and gain competition experience in a structured team environment.

Prep teams perform fully choreographed, music-based routines and compete at events where routines are judged and placed. While expectations for attendance, effort, and teamwork remain important, the overall time commitment, travel expectations, and training intensity are intentionally scaled.

Prep Teams allow athletes to continue progressing within the sport while preparing them for potential advancement to higher-level programs in the future.

Practice & Participation

- Practice frequency determined each season
- Competitive events with judging and placements
- Primarily local competitions
- No overnight travel

Prep Elite

Prep Elite Teams are designed for athletes who are ready for a competitive cheerleading experience with increased structure, training intensity, and performance expectations compared to Novice /Mini Teams. These teams serve as a competitive pathway for developing athletes while maintaining a moderate overall commitment level.

Prep Elite Teams perform music-based routines and compete at events where routines are judged and placed. Athletes are expected to demonstrate consistent attendance, coachability, and a strong commitment to skill development and team responsibilities.

Placement on a Prep Elite Team does not guarantee future placement on an Elite Team. Advancement within the program is determined through the tryout and evaluation process based on athlete readiness, performance, and program needs.

Many BlackWatch Elite athletes have previously spent time in the Prep Elite program while building the consistency and experience required for Elite-level competition.

Practice schedules, competition participation, and additional program details for Prep Elite Teams are outlined in the Program Guide and Tryout Information Packet.

Practice & Participation

- Practice frequency determined each season
- Competitive events with judging and placements
- Primarily local events with limited travel

Elite

Elite Teams represent the highest level of commitment and performance at BlackWatch All-Stars. These teams are designed for athletes who demonstrate strong work ethic, coachability, consistency, and a willingness to meet the demands of a full competitive season.

Elite Teams perform fast-paced, fully choreographed, music-based routines and compete at high-level events where routines are judged and placed. Athletes are expected to maintain excellent attendance, physical readiness, and a team-first mindset throughout the season.

Elite Teams require the greatest commitment in terms of training, competition, and travel. Participation may include travel to events both within and outside the Southeast, as determined by program leadership.

End-of-season participation, including bid events, is determined by the All-Star Director(s) and Gym Owner based on team performance, readiness, and program considerations. Participation in end-of-season events is not guaranteed, and additional fees may apply.

Practice schedules, competition participation, travel expectations, and additional program details for Elite Teams are outlined in the Program Guide, Season Calendar, and Program Financial Guide.

Practice & Participation

- Highest training and attendance expectations
- Competitive events with judging and placements
- Local, regional, and out-of-state travel as determined by program leadership



Team Placement

Team Placement Policy

Team placement at BlackWatch All-Stars is determined through a comprehensive evaluation process conducted by program leadership and coaching staff. Placement decisions are made with the athlete's safety, development, readiness, and overall team success as the primary considerations.

Placement Criteria

When determining appropriate team placement, the following factors are evaluated:

- **Skill Mastery**
 - Athletes must demonstrate consistent mastery of the skills required for their current level. Mastery includes the ability to safely and confidently perform all aspects of a routine, not solely isolated or individual skills.
- **Readiness for Increased Commitment**
 - Higher-level teams require increased practice time, focus, responsibility, and family commitment. Athlete and family readiness for these demands is considered during placement.
- **Overall Skill Set & Role Readiness**
 - Placement decisions are based on the athlete's complete skill profile, including tumbling, stunting ability, strength, timing, body control, performance quality, and coachability. Possession of higher-level tumbling skills alone does not guarantee readiness for higher-level placement.

In certain cases, athletes with exceptional abilities in specific roles (such as basing or flying) may be placed at a higher level based on team needs and demonstrated readiness. However, for most athletes, consistent capability across all routine elements is required.

Placement Authority

BlackWatch All-Stars does not accept requests for specific teams, levels, or positions. All team placements are determined by the All-Star Director(s) and coaching staff and are final.

The goal of team placement is to ensure that each athlete is placed on a team where they can safely participate, contribute consistently, and experience success within a structured and supportive environment.



Alternate Status & Participation

BlackWatch All-Stars reserves the right to designate athletes as alternates when necessary to support team structure, safety, performance quality, and overall program standards.

Alternate status may be assigned at the time of team placement or at any point during the season. This designation may be based on factors including, but not limited to, skill readiness, attendance, behavior, coachability, safety considerations, or team needs.

Role of an Alternate

Athletes designated as alternates are expected to:

- Attend all required practices
- Train assigned skills and positions
- Meet the same attendance, conduct, and behavioral standards as all team members

Alternate athletes may or may not perform in routines at competitions or events, as determined by coaching staff and program leadership.

Movement Between Alternate & Active Status

Alternate status is not permanent and may change throughout the season. Athletes may be moved into or out of active performance roles at any time based on athlete readiness, attendance, behavior, skill progression, or team needs.

Designation as an alternate does not guarantee performance opportunities, nor does it prevent an athlete from earning a performance role later in the season.

Behavior, Attendance & Performance Expectations

Failure to meet program expectations—including attendance requirements, behavioral standards, coachability, or safety protocols—may result in an athlete being moved to alternate status or removed from active participation.

Conversely, athletes who demonstrate consistent effort, positive attitude, skill readiness, and adherence to program expectations may be moved from alternate status into active performance roles at the discretion of program leadership.

Financial Responsibility for Alternates

Tuition, fees, and all financial obligations remain unchanged regardless of an athlete's designation as an alternate. Alternate status does not alter contractual or financial commitments to the program.

Tryout, Evaluations, & Commitment

Tryout & Evaluation Process

For the 2026–2027 season, athlete evaluations will take place through a multi-day tryout process designed to allow coaches to properly assess athlete readiness, skill level, and team fit.

The evaluation process will include:

- A mandatory 3-Day Tryout Clinic, where athletes will train with coaches, demonstrate skills, and be evaluated in areas such as stunting, jumps, motion technique, performance quality, and overall team readiness.
- A final Drop-In Tryout session, which will focus primarily on tumbling evaluation and allow coaches to finalize athlete placements.



Team placements will be determined by program leadership based on athlete skill level, age eligibility, team needs, and overall roster composition.

Participation in the tryout process does not guarantee placement on a specific team or level.

Team Offers & Commitment

Participation in tryouts indicates a commitment to accept a team placement if one is offered. Families should carefully review all program materials prior to tryouts to ensure readiness for the commitment associated with participation.

If an athlete is offered a team placement, acceptance is considered binding.

Declining or Withdrawing

Participation in tryouts indicates a commitment to accept a team placement if offered. Families who decline a placement after the 48 hour period, will be assessed a team placement decline fee.

Declines must be submitted in writing within 48 hours of placement notification. The decline fee varies by program tier and is outlined in the Program Financial Guide. If no placement is offered, all obligations are null and void.

Attendance & Absence Policy

Consistent attendance is essential to athlete safety, routine execution, and overall team success. BlackWatch All-Stars expects athletes and families to prioritize team practices, events, and competitions. Failure to meet attendance expectations may result in loss of participation opportunities, financial penalties, reassignment of roles, alternate designation, or dismissal from the program.

Attendance Expectations

All athletes are expected to attend all scheduled practices, extra training sessions, camps, events, and competitions. Attendance expectations apply equally to all team members, including alternates.

Communication Requirements

All absences—planned or unplanned—must be communicated directly to the athlete’s coach via **Band** at least **two (2) hours prior to practice**.

In addition, a completed **Absence Request Form** is required for an absence to be considered excused. Submission of the form does **not guarantee** the absence will be excused.

Absence Request Form:

<https://forms.gle/sozofvvHdwAPm7xG7>

Communicating an absence to a Team Mom does not fulfill attendance notification requirements.

Excused Absences

An absence may be considered excused only under the following circumstances:

- **Contagious illness**
- **Required school-related events that impact a grade** (e.g., exams, mandatory presentations)

For illness-related absences, a doctor’s note must be submitted **at least one hour prior to practice** for the absence to be considered excused. Absences without proper documentation will be classified as unexcused.

Unexcused Absences

Any absence that does not meet the criteria above will be considered unexcused. This includes, but is not limited to:

- Family vacations or personal plans
- Church services, retreats, or conferences
- Extracurricular activities (other sports, rec cheer, clubs, volunteer work)
- Academic conflicts due to poor time management

While academics and personal commitments are important, participation in BlackWatch All-Stars requires prioritizing team obligations.

Late arrivals & Early Departures

Athletes arriving more than 15 minutes late or leaving more than 15 minutes early will be counted as ½ of an unexcused absence.

Absence Limits

Unexcused absences are limited as follows:

- **Summer Season (May–July):**
 - Up to 3 unexcused absences
-
- **Competition Season (August–April):**
 - Up to 3 unexcused absences

Absences exceeding these limits will result in consequences outlined below.

Consequences of Unexcused Absences

- **3 Unexcused Absences:** A meeting with the All-Star Director(s) will be scheduled to discuss the athlete's commitment to the team.
- **4 Unexcused Absences:** A \$25 fee will be charged for each additional unexcused absence.
- **5 Unexcused Absences:** The athlete will be dismissed from the program and is responsible for all remaining financial obligations.

School Cheer Participation

Athletes participating on school cheer teams must submit a full school cheer schedule to their BlackWatch All-Stars coach at the start of the season.

Submission of a school cheer schedule does not automatically excuse conflicts with All-Star practices or events. All absences are reviewed on a case-by-case basis.

Injury & Illness

- **Injury:** Injured athletes must notify their coach and provide a doctor's note. Even if unable to participate, injured athletes are still required to attend practices and events unless otherwise directed and must follow all dress code expectations.
- **Illness:** Athletes are expected to attend practice unless they are contagious or have a fever. Participation during illness is at the discretion of the coaching staff. A doctor's note is required for illness-related absences.

Family Emergency

In the event of an unexpected family emergency, families must contact the athlete's coach as soon as possible. Emergencies are reviewed on a case-by-case basis.

Competition Week Attendance

The week of competition is defined as the seven (7) days prior to an event.

Missing practices, extra sessions, or required training during this period will result in a \$50 fee per absence and may lead to removal from the competition roster.

Absences during competition week are not permitted and directly impact event participation.

Stunt Camps & Choreography Sessions

Attendance at stunt camps and choreography sessions is mandatory. These sessions are critical to routine construction, athlete safety, and team readiness.

Stunt Camps

Stunt camps are used to teach, build, and train stunts and stunt sequences for the competitive season. Attendance at stunt camp is critical for athlete safety and routine construction.

Athletes who miss stunt camp may be excluded from stunt sections of the routine due to safety, timing, and preparedness considerations.

Decisions regarding stunt participation are made by the All-Star Director(s) and coaching staff based on athlete readiness and team needs and are final.

Choreography Sessions

Choreography sessions are used to teach routine structure, formations, transitions, and performance elements. Attendance remains required, and missing choreography may impact athlete participation or role.

Stunt Camps, Choreography & Competition Absences

Missing any of the following will result in a \$200 charge per day absent:

- **Stunt camps**
- **Choreography sessions**
- **Competitions**



Withdrawing from a Competition

Withdrawing an athlete from a competition after registration will result in a **\$500 missed competition fee**. Missing a competition without **three (3) months' prior notice** will result in immediate dismissal from the program.



Communication Policy

Clear, respectful, and appropriate communication is essential to the success of the BlackWatch All-Stars program. To maintain a focused training environment and protect athlete development, all athletes and families are expected to follow the communication standards outlined below.

General Communication Expectations

All communication within BlackWatch All-Stars must remain respectful, professional, and appropriate. Communication that is disruptive, speculative, emotional, or undermines program leadership is not permitted.

Wait Before Reacting Clause

BlackWatch All-Stars recognizes that competitive cheerleading can be emotional for athletes and families. To promote productive and respectful communication, parents are asked to allow a **minimum of twenty-four (24) hours** before contacting a coach or program leadership regarding coaching decisions, athlete roles, or participation matters.

This pause allows emotions to settle and helps ensure conversations remain constructive and solution-focused. Parents are encouraged to support coaching decisions when speaking with their athlete, particularly following challenging practices or performances.

Chain of Command & Team / Program Moms

Role of Program Moms

Team or Program Moms serve as the primary point of contact for parents regarding general team and program questions. Their role is to help streamline communication and ensure information is shared accurately and consistently.

Team / Program Moms may assist with:

- Practice schedules and reminders
- Competition logistics and timelines
- Tumbling classes or program-related questions
- General team or program information

Team / Program Moms do not handle attendance reporting, injuries, or participation decisions.

Communication Process

Parents should first contact their assigned **Team / Program Mom** for general questions or concerns.

Team / Program Moms will either address the inquiry directly or communicate with the appropriate coach or program leadership as needed.

When to Contact Coaches Directly

Coaches should be contacted directly only when:

- The Team / Program Mom is unavailable, or
- The matter involves attendance, injury, illness, or time-sensitive athlete participation concerns

Parents should not bypass the established chain of command by contacting multiple staff members or other families regarding the same issue.

Parent Communication Expectations

During practices, camps, and events, coaches are actively instructing athletes and are not available for parent interaction. Parents may **not approach coaches or athletes on the floor** at any time. Questions or concerns may be addressed **after practice has concluded** or through appropriate communication channels.

Any issues arising during competitions must be addressed **after the event**, not during the competition weekend.

Prohibited Communication

The following are **not permitted** and will not be addressed:

- Routine suggestions or coaching directives
- Questions or complaints regarding athlete placement, roles, or positions
- Comparisons between athletes
- Discussions involving other teams, athletes, or programs
- Communication regarding athlete dismissals or disciplinary decisions
- Negative, speculative, or inflammatory discussions about coaches, staff, athletes, parents, or the program

Parents should never rely on the opinions of other parents regarding coaching decisions.



Group Chats & Public Platforms

Parents must refrain from discussing coaching decisions, placements, routine plans, or future program matters in group chats or public forums, including Band.

Personal or sensitive matters involving staff, athletes, or families must be communicated privately and directly to the appropriate coach or program leadership.

Athlete Communication Expectations

Athletes are encouraged to communicate directly with their coaches regarding routine questions, skill development, placements, injuries, illness, or outside circumstances affecting participation.

BlackWatch All-Stars is committed to fostering open and healthy communication between athletes and coaches. Athletes are expected to advocate for themselves respectfully and follow established communication expectations.

Coach Communication

Coaches will communicate with families primarily through Band and email. In certain circumstances, coaches or program leadership may also communicate via phone call or text message as needed.

Please allow up to forty-eight (48) hours for a response from coaches or program leadership. Response times may be longer during competition weekends, holidays, or periods of high activity.

Coaches will not engage in discussions that contradict program policies or challenge established placement, participation, or disciplinary decisions.

Enforcement

Failure to adhere to communication expectations may result in disciplinary action, including restricted communication, meetings with program leadership, suspension, or dismissal from the program.

Social Media Policy

Purpose & Scope

BlackWatch All-Stars recognizes that social media plays a significant role in the lives of today's athletes and families. Participation in the BlackWatch All-Stars program is both a privilege and a responsibility, and athletes are expected to represent themselves and the program appropriately at all times.

This Social Media Policy establishes standards for online behavior and applies regardless of platform, privacy settings, or audience size. These standards may be updated as needed.

Who This Policy Applies To

This policy applies to all BlackWatch All-Stars athletes. Parents and guardians are expected to support and reinforce these standards and may be held accountable for content involving or representing their athlete.

Online Safety and Personal Protection

Athletes should understand that once content is shared online, control over who views or shares that content is limited, even on private accounts.

To protect athlete safety and privacy:

- Do not share personal information such as home address, phone number, school location, or current location
- Do not post content while actively at a location; wait until after leaving
- Do not post content while emotional or immediately following a loss, conflict, or difficult practice
- Do not post content that could be viewed as inappropriate, misleading, or unsafe
- Content showcasing skills, flexibility, or poses must be athletic in nature and filmed from appropriate angles

Athletes should assume that anything posted online could be viewed by colleges, future employers, family members, or the general public.

Program Alignment & Brand Use

Athletes may not use the BlackWatch All-Stars name, logos, uniforms, facility, or branding for paid advertisements, partnerships, or collaborations without prior written approval from program leadership.

Promoting products, services, or brands while wearing a BlackWatch uniform is strictly prohibited.

Filming or photographing other athletes within the BlackWatch facility without consent is not permitted.

Posting content during BlackWatch practices, private lessons, classes, or camps is not permitted.

Athletes may not share or publicize information about BlackWatch All-Stars that is not already publicly available.

Prohibited Content & Behavior

The following actions are not permitted:

- Content that reflects negatively on the program, its athletes, coaches, staff, or families
- Posts that include gossip, speculation, or indirect references to internal matters
- Sharing private or confidential program information
- Any content that compromises athlete safety or program integrity

These expectations apply regardless of the size of an athlete's social media following.

Private Messages, Group Chats & Indirect Posts

This policy applies to public posts, private messages, group chats, comments, reposts, and indirect or "subtle" content.

Content does not need to directly reference BlackWatch All-Stars to be considered a violation if it reasonably relates to the program, its members, or internal matters.

Consequences & Enforcement

BlackWatch All-Stars reserves the right to review and address social media activity that raises concern or violates program standards.

Violations may result in consequences including:

- Required content removal
- Meetings with program leadership
- Restricted participation
- Loss of roles or alternate designation
- Suspension or dismissal from the program

Disciplinary decisions are based on the nature, severity, and frequency of violations.



Athlete & Parent Code of Conduct

BlackWatch All-Stars is committed to maintaining a positive, respectful, and professional environment for all athletes, families, coaches, and staff. Participation in the program is a privilege, and all athletes and parents are expected to uphold the standards outlined below at all times.

Athlete Code of Conduct

Athletes are expected to:

- Treat coaches, teammates, staff, and fellow athletes with respect
- Follow all coaching instruction and program policies
- Maintain a positive attitude, strong work ethic, and coachability
- Communicate respectfully with coaches regarding injuries, illness, skills, or circumstances affecting participation
- Refrain from negative talk, gossip, or disruptive behavior
- Represent BlackWatch All-Stars with integrity at practices, events, competitions, and on social media

Athletes who fail to meet conduct expectations may face consequences including loss of roles, alternate designation, suspension, or dismissal from the program.

Parent Code of Conduct

Parents and guardians are expected to:

- Support coaching decisions and program policies
- Communicate respectfully and privately with coaching staff
- Follow the established Communication Policy and Chain of Command
- Refrain from approaching coaches or athletes on the floor during practices, events, or competitions
- Avoid negative discussions, gossip, or speculation involving athletes, families, coaches, or the program
- Refrain from comparing athletes or questioning placement decisions
- Represent BlackWatch All-Stars respectfully in public settings and on social media

Parents are responsible for ensuring their behavior—both in person and online—reflects the values and standards of the program.

Respect for Coaching Decisions & Program Integrity

BlackWatch All-Stars operates as a professional competitive cheerleading program. Coaching decisions regarding team placements, athlete roles, routine structure, training methods, and participation are made by qualified staff with the best interests of athletes and teams in mind.

Parents and guardians must:

- Respect and support coaching decisions, even when those decisions are difficult or not personally preferred
- Refrain from repeatedly questioning, challenging, or attempting to debate coaching decisions once they have been communicated
- Avoid engaging in negative conversations about the program, coaches, athletes, or leadership—both inside and outside of the gym
- Refrain from discussing internal program matters with individuals outside of BlackWatch All-Stars

Actively approaching parents, coaches, or representatives from other gyms or programs at competitions or events to inquire about joining their teams while enrolled at BlackWatch All-Stars is strictly prohibited.

Such behavior undermines team unity, program integrity, and the competitive environment we work to maintain.

Training Expectations & Practice Standards

BlackWatch All-Stars is a competitive cheerleading program. Practices are intentionally structured to be challenging, demanding, and purposeful in order to build strength, endurance, mental toughness, and performance readiness.

Conditioning, drills, repetition, and accountability are essential components of athlete development. Athletes should expect practices to be physically and mentally demanding at times.

Parents and athletes should understand that:

- Conditioning is used to improve athlete safety, stamina, and performance quality
- Practices may be fast-paced and require sustained effort
- Coaching corrections, repetition, and accountability are part of the training process
- Discomfort associated with growth and hard work is not an indication of inappropriate training

Concerns regarding the difficulty of practices, conditioning methods, or training intensity are not grounds for challenging coaching decisions or program standards.

Participation in BlackWatch All-Stars requires acceptance of the program's training standards as written.



Behavior at Practices, Events & Competitions

Disrespectful behavior toward coaches, staff, athletes, officials, event staff, or other programs will not be tolerated.

Issues arising during competitions or events must be addressed after the event, not during the competition weekend.

Social Media & Public Conduct

Negative comments, posts, messages, or indirect references related to BlackWatch All-Stars, its athletes, families, staff, or affiliated programs—whether public or private—are strictly prohibited.

Social media activity that reflects poorly on the program or undermines leadership decisions may result in disciplinary action.

Training Expectations & Practice Standards

Failure to comply with the Athlete & Parent Code of Conduct may result in disciplinary action, including but not limited to:

- Verbal or written warnings
- Restricted communication
- Loss of participation opportunities
- Alternate designation
- Suspension
- Dismissal from the program

BlackWatch All-Stars reserves the right to determine appropriate disciplinary action based on the severity, frequency, and impact of conduct violations.

Parent & Spectator Conduct at Events

BlackWatch All-Stars expects all parents and spectators to conduct themselves professionally at competitions and events.

The following behaviors are strictly prohibited:

- Yelling at, confronting, or approaching staff during events
- Creating scenes or public disturbances
- Engaging in verbal altercations with other parents, athletes, or programs
- Using profanity, insults, or aggressive language
- Physically touching, grabbing, or approaching another parent or athlete in a confrontational manner
- Representing BlackWatch All-Stars in a manner that damages the program's reputation

Any parent or guardian who engages in disruptive, aggressive, or hostile behavior at a competition may be:

- Removed from the venue
- Banned from future events
- Immediately dismissed from the program

Athlete participation may be revoked as a result of parent conduct. Program leadership reserves the right to dismiss an athlete based on parent or guardian behavior at any time.

No warnings are required in cases of severe misconduct.

Zero-Tolerance Conduct & Safety Policy

BlackWatch All-Stars maintains a strict zero-tolerance policy regarding conduct that threatens the safety, reputation, or operational integrity of the program.

The following behaviors by an athlete, parent, guardian, or family member will result in immediate dismissal from the program without prior warning:

- Threats of physical harm toward staff, athletes, or families
- Statements suggesting violence or harm (whether direct, indirect, joking, or implied)
- Harassment, intimidation, or bullying of staff, athletes, or families
- Defamatory, vulgar, obscene, or malicious statements about program leadership or the program itself
- Encouraging others to undermine, damage, or disrupt the program
- Coordinating or participating in hostile group discussions targeting staff or the program
- Sharing or forwarding threatening communications

This policy applies to:

- In-person behavior
- Text messages
- Private messages
- Group chats
- Social media (public or private)
- Third-party communications
- Screenshots or forwarded messages

Content does not need to be sent directly to BlackWatch leadership to constitute a violation. Any conduct deemed by program leadership to compromise the safety, authority, or integrity of BlackWatch All-Stars will result in immediate dismissal.

All determinations are made solely at the discretion of the Gym Owner and All-Star Director and are final.



Non-Disparagement & Protection of Program Reputation

BlackWatch All-Stars maintains a zero-tolerance policy regarding conduct that harms the reputation, safety, or integrity of the program.

Athletes, parents, and guardians agree not to make, publish, share, circulate, or encourage any false, defamatory, threatening, abusive, vulgar, malicious, or disparaging statements concerning BlackWatch All-Stars, its owners, directors, coaches, staff, athletes, or affiliated parties.

This policy applies to all forms of communication, including but not limited to:

- Text messages
- Group chats
- Private messages
- Emails
- Social media posts, comments, reposts, or stories
- Screenshots or forwarded content
- In-person conversations
- Statements made to third parties, event producers, or other programs

Content does not need to directly name BlackWatch All-Stars to constitute a violation if it reasonably relates to the program, its leadership, staff, or athletes.

Violation of this policy will result in disciplinary action up to and including immediate dismissal of the athlete from the program.

Dismissal under this policy does not relieve the family of financial responsibility. All remaining tuition, fees, and contractual obligations become immediately due in full upon dismissal.

BlackWatch All-Stars reserves the sole and absolute right to determine whether conduct violates this policy. All determinations are made at the discretion of program leadership and are final and not subject to appeal.

BlackWatch All-Stars reserves the right to pursue any additional remedies available under law if conduct results in reputational or financial harm to the program.

Competition Information & Expectations

This section outlines important guidelines, expectations, and procedures related to competition participation. All athletes and families are expected to review and adhere to the policies below to ensure a smooth and professional competition experience.



Competition Schedules & Communication

Detailed competition schedules and time cards will be communicated by coaching staff no later than **Thursday evening prior to the competition.** Schedules are subject to change based on event logistics and should not be considered final until the day of the event.

BlackWatch All-Stars does not control the number of teams entered in a division or the number of competitors at any given event. As a result, some teams may compete against a larger field, while others may compete against fewer teams.

Competition Day Guidelines

- Parents and guardians are **strictly prohibited** from entering warm-up areas at competitions.
- Athletes must arrive **fully prepared** and in compliance with the competition dress code.
- If an athlete arrives after the team's designated meet time, the coach must be notified. Late arrivals will be counted as **½ of an unexcused absence.**

Competition Time Card Definitions

- **Meet Time:**
 - Athletes must arrive inside the venue in full competition attire and report to the designated meeting location posted in Band.
- **Warm-Up:**
 - Time allocated for athletes to warm up skills in preparation for performance.
- **On Deck:**
 - Indicates the team is next to perform.
- **Compete:**
 - Scheduled performance time on the competition floor.
- **Awards:**
 - Athletes will meet their coaches at the designated location and walk together as a team into awards.
- **Release Time:**
 - Following awards, athletes will meet with coaches for a brief debrief and will then be released to parents.

Attendance & Competition Week Expectations

The week of competition is defined as the **seven (7) days prior to an event.**

- Missing practices or required sessions during competition week will result in a **\$50 fee per absence** and may lead to removal from the event roster.
- Absences during competition week are not permitted and may directly impact participation.

Stunt Camps, Choreography & Competition Absences

Attendance at stunt camps, choreography sessions, and competitions is mandatory.

- Missing stunt camp, choreography, or a competition will result in a **\$200 charge per day absent.**

Withdrawing From a Competition

- If an athlete is withdrawn from a competition after registration, a **\$500 missed competition fee** will apply.
- Missing a competition without **three (3) months' prior notice** will result in **immediate dismissal** from the program.

Weather Related Competitions

In the event a competition is canceled due to weather or unforeseen circumstances, the All-Star Director may elect to replace the event with a comparable competition. Replacement events will be selected based on similar travel distance and scheduling proximity.

All changes will be communicated to families as promptly as possible.

Competition Schedule & Fees

Each team's competition schedule will be finalized by August and will include all required events for the season.

Estimated competition fees will be provided at the start of the season. Final costs may change based on event producer pricing. Any adjustments will be communicated when confirmed.

Major events and end-of-season competitions may require additional fees, including travel, lodging, and event-specific costs. These details will be shared once attendance is confirmed.

Travel Expectations

Families are responsible for all travel arrangements and expenses for out-of-town competitions.

If a family is unable to attend an event, it is the parent or guardian's responsibility to arrange transportation with another BlackWatch All-Stars family.

When applicable, families must follow **Stay-to-Play** requirements for hotel accommodations.

Multi-Day & Out-of-Town Events

For two-day or out-of-town competitions, athletes are expected to arrive the evening before the event begins.

These events are not considered vacations. Athletes are expected to remain focused, prepared, and compliant with all program expectations throughout the event.

BlackWatch All-Stars is not financially responsible for changes or conflicts with personal travel arrangements. Families are strongly encouraged to book refundable flights and accommodations when possible.

Competition Information Cont.

Competition Schedule Time Cards

- Meet Time - Every athlete should arrive inside the venue in compliance with the competition dress code and check in to the designated meet spot that will be posted in Band on the day of the event.
- Warm Up - This is the time athletes will begin to warm up skills in preparation for the performance.
- On Deck - This time reflects that your athlete's team is next to perform.
- Compete - This time reflects the time your athlete's team will take the stage to perform.
- Awards - The award ceremony will take place at this time. All athletes will meet their coaches back at the meeting spot and walk together as a team into awards.
- Release Time - Following the conclusion of awards athletes will meet with the coach in awards for a final debrief and then be released to parents.

Competition Weather Cancellation Policy

In the event that a competition is canceled due to weather or other unforeseen circumstances, the All-Star Director may choose to replace that event with another competition. The replacement competition will be selected based on similar travel distance and will occur within the surrounding weekends. Any changes will be communicated promptly to families.

Competitions & Events

- **Week of Competition (7 days prior to event):** Missing practices, extra sessions, during this week will result in a \$50 fee and may lead to removal from the event roster.
- **Stunt Camp/Choreography/Competition Absences:** Missing stunt camp, choreography sessions, or competitions will result in a \$200 charge per day the athlete is absent.
- **Withdrawing from a Competition:** If an athlete is withdrawn from a competition after registration, a \$500 missed competition fee will apply. Missing a competition without 3 months prior notice results in immediate dismissal from the program.

Note: Absences during the week of a competition are not permitted and may directly impact participation in the event.

Schedule and Travel Information

Competition Schedule & Fees

- **Competition Schedule:** Each team's competition schedule will be finalized by August. This schedule will include all required events and dates for the season.
- **Competition Fees:** Estimated competition fees will be provided at the start of the season. However, these fees are subject to change as event producers release their final pricing. Any adjustments will be communicated promptly.
- **Major Competitions:** Bigger competitions such as Jam-Fest Nationals, NCA, Regional Summit, Youth Summit, D2 Summit, The All-Star World Championship, Emerald Coast Nationals, and others may incur additional costs if the team attends. These costs could include travel, lodging, and event-specific fees.
- **End of Season Events:** Any end-of-season events (e.g., summits, championships) will require additional fees for all athletes participating. These additional costs will be shared with families as soon as the details are confirmed.

Travel

Parents and guardians are responsible for all travel arrangements and costs for out-of-town events. Many events will be within driving distance, but if you are unable to attend, it is your responsibility to arrange transportation for your athlete with another BlackWatch Cheer parent.

Athletes are expected to adhere to all BlackWatch policies while traveling. For out-of-town events, parents must follow "Stay-to-Play" guidelines (when applicable) for booking hotel rooms. Details will be emailed to parents as needed.

For two-day out-of-town events, athletes should arrive on Friday night before the event begins. Please note that these events are not considered vacations, and athletes are expected to remain focused and dedicated throughout.

BlackWatch Cheer is not financially responsible for any changes or conflicts with pre-scheduled travel arrangements. We recommend booking refundable travel options for both flights and accommodations.



Dress Code

Appearance is an important part of the BlackWatch All-Stars brand. All athletes are required to adhere to the dress code standards outlined below at all practices, events, and competitions.

Practice Attire

Athletes must wear the designated team practice wear to all practices. Practice wear assignments may vary by day. Failure to wear the correct practice attire may result in conditioning at the coach's discretion.

- Cheer shoes are required
- Hair must be secured appropriately for training
- Jewelry is not permitted at practices or events

BlackWatch All-Stars is not responsible for lost or stolen practice wear.

Competition Attire & Appearance

Athletes must arrive at competitions in full uniform, cheer shoes, and required BlackWatch warm-ups unless otherwise directed by coaching staff.

Hair, makeup, and appearance standards will be communicated by team and age group. Athletes are expected to follow all competition appearance requirements as outlined by coaches.

Failure to comply with competition dress code requirements may result in conditioning, loss of participation, or removal from portions of the event at the discretion of coaching staff.

Detailed hair, makeup, and styling standards are outlined in the Program Guide and will be communicated by coaching staff as needed.

Spectating at Events

Athletes who choose to spectate other teams at competitions must remain in full BlackWatch warm-ups with appropriate hair and appearance.

Pajamas, house shoes, slippers, or non-program footwear (including UGG-style boots) are not permitted while spectating or walking around competition venues.

Piercings & Safety

All piercings must be removed for practices, events, and competitions. BlackWatch All-Stars is not responsible for piercing-related injuries.

Contractual Obligations

Participation in BlackWatch All-Stars is a seasonal commitment. By accepting a team placement, families enter into a binding agreement for the full competitive season.

Withdrawal, Dismissal, or Removal

If an athlete quits, withdraws, or is removed from a team for any reason at any point during the season, the family remains responsible for **all outstanding financial obligations**. Any unpaid balances must be paid in full at the time of withdrawal or dismissal.

Alternate Status

Athletes designated as alternates remain responsible for **full payment of all fees**, regardless of performance participation or competition involvement. Alternate status does not alter contractual or financial obligations.

Apparel & Equipment

Athletes designated as alternates remain responsible for full payment of all fees, regardless of performance participation or competition involvement. Alternate status does not alter contractual or financial obligations.

Contract Buyout

If an athlete voluntarily leaves or quits the program during the season for any reason, the family will be assessed an **\$600 contract buyout fee**, in addition to any remaining unpaid fees.

The contract buyout fee and all remaining financial obligations are **due immediately** upon withdrawal.

No Exceptions

Contractual and financial obligations apply regardless of attendance, participation level, role changes, alternate designation, injury, illness, or dismissal due to policy violations.

Financial Acceleration Upon Dismissal

If an athlete is dismissed from BlackWatch All-Stars for any reason, including but not limited to policy violations, misconduct, safety concerns, or parent behavior:

- All remaining tuition, fees, competition costs, and contractual balances become immediately due in full.
- No refunds will be issued.
- Failure to remit payment may result in collection action, reporting to credit agencies, and/or legal action to recover outstanding balances, including associated legal fees.

Dismissal due to misconduct does not relieve the family of financial responsibility.

Athlete Agreement

I understand that participation in BlackWatch All-Stars is a privilege. As an athlete, I agree to follow all program rules, policies, and expectations and to conduct myself in a respectful and responsible manner toward my teammates, coaches, staff, and the BlackWatch All-Stars community.

I acknowledge that I have received and read the BlackWatch All-Stars Handbook and understand that it outlines the policies, standards, and expectations governing my participation in the program. I agree to abide by all policies contained within the handbook, including the Athlete & Parent Code of Conduct.

I understand that failure to comply with program policies may result in disciplinary action, including loss of participation, suspension, or dismissal from the program.

Athlete Name Printed

Athlete Name Signed

Date

Parent Agreement

As the parent or legal guardian of a BlackWatch All-Stars athlete, I acknowledge that I have read, understand, and agree to abide by all rules, policies, procedures, and expectations outlined in the **BlackWatch All-Stars Handbook**, as well as all supplemental documents, including but not limited to the **Program Financial Guide, Tryout Information Packet, Practice & Competition Information**, and any contracts or schedules provided.

I understand that participation in BlackWatch All-Stars is a seasonal commitment and that BlackWatch All-Stars reserves the right to interpret, enforce, modify, or amend policies and procedures as necessary to support athlete safety, team success, and program integrity.

Financial & Contractual Acknowledgement

I acknowledge that I have reviewed and understand the Financial & Contractual Obligations section of the handbook and agree to the following:

- I am financially responsible for all tuition, fees, and costs associated with the 2026–2027 season, as outlined in the Program Financial Guide and payment schedule.
- Failure to remain current on payments may result in restricted participation or removal from the program.
- If my athlete quits, withdraws, or is removed from a team at any point after accepting a placement, I remain financially responsible for all outstanding fees.
- If my athlete voluntarily leaves the program during the season, I understand that an \$600 contract buyout fee, in addition to any remaining unpaid fees, will be due immediately.
- If my athlete is designated as an alternate, I understand that this does not alter my financial obligations, regardless of performance participation.
- If my athlete leaves the program prior to the distribution of BlackWatch apparel or equipment, no merchandise will be issued or refunded.

Buyout Date Acknowledgement

I understand that if my athlete quits or is released from a BlackWatch All-Stars team after **5:00 PM on May 16, 2025**, I remain financially responsible for the full season's fees in accordance with the contractual terms outlined in the handbook.

Competition & Program Changes

I acknowledge that competition schedules, event participation, and travel requirements are subject to change based on event logistics, bids, or program decisions. I agree to accept and comply with any reasonable schedule changes made by BlackWatch All-Stars coaching staff or program leadership.

Agreement & Acceptance

By signing below, I confirm that I understand this agreement is binding and that my athlete's participation in BlackWatch All-Stars is contingent upon compliance with all program policies, expectations, and financial obligations.

I understand that BlackWatch All-Stars reserves the right to dismiss my athlete at any time for conduct deemed inappropriate, unsafe, or detrimental to the program, including parent behavior. I acknowledge that dismissal does not relieve me of financial responsibility and that all remaining fees become immediately due upon dismissal.

Parent or Gaurdian Responsible for Financial Obligations:

Print Name: _____

Signature: _____

Email: _____

Date: _____

To be completed by Blackwatch Staff:

Accepted by: _____

Date Accepted: _____