



# BLACKWATCH PROGRAM GUIDE



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# WELCOME TO

# BLACKWATCH

# ALL-STARS

We are excited to welcome you to the BlackWatch All-Stars program. This Program Guide is designed to help athletes and families understand how our programs are structured, what to expect throughout the season, and how to navigate the All-Star experience at BlackWatch.

Inside this guide, you will find an overview of our team tiers, practice schedules, competition experience, uniform and appearance expectations, and what a typical season looks like from start to finish. Our goal is to provide clarity, transparency, and consistency so families feel informed and confident throughout the year.

This Program Guide works alongside the BlackWatch All-Stars Handbook. While the Handbook outlines policies, expectations, and program standards, the Program Guide focuses on the day-to-day experience and details of participation. For that reason, information in this guide may be updated as needed to reflect scheduling, program, or logistical changes.

We are proud of the culture, structure, and opportunities offered at BlackWatch All-Stars, and we look forward to working together to create a successful and rewarding season for every athlete.



# PROGRAM OVERVIEW

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BlackWatch All-Stars is a competitive cheerleading program designed to offer structured training opportunities for athletes at a variety of skill levels and commitment levels. Our program is built to support athlete development, confidence, teamwork, and performance growth in a positive and organized environment.

We offer multiple program tiers to meet athletes where they are in their cheer journey—from introductory performance-based teams to highly competitive elite programs. Each tier is intentionally structured with its own practice schedule, competition expectations, and season commitments to ensure athletes are placed in an environment where they can grow and succeed.

BlackWatch emphasizes proper skill progression, safety, accountability, and consistency across all programs. While expectations vary by team level, all athletes are held to the same standards of effort, respect, and commitment.

Our season is structured to provide clear planning, purposeful training, and meaningful competitive experiences. Throughout the year, families can expect consistent communication, organized scheduling, and a team-first approach that prioritizes athlete development and program integrity.

## Program Commitment Overview

Participation in the BlackWatch All-Stars program requires a consistent level of commitment from both athletes and families.

- Athletes are expected to attend all scheduled practices, competitions, and team events
- Practice schedules and team commitments should be treated as a priority throughout the season
- Additional practices, choreography sessions, or required team activities may be scheduled as needed
- Some teams require travel, including overnight stays for competitions
- Families are expected to stay informed through Band and email communication

All-Star cheerleading is a team-based commitment, and each athlete plays an important role in the success of their team.

*Specific details regarding team tiers, schedules, and competition expectations are outlined in the pages that follow.*

# OUR TRAINING PHILOSOPHY

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At BlackWatch All-Stars, our training philosophy is centered on athlete development, safety, and long-term success. We believe athletes grow best in an environment that is structured, challenging, and supportive.

Practices are intentionally designed to build strength, endurance, technique, and confidence. Conditioning, repetition, and attention to detail are essential components of our training process and are used to support performance quality and injury prevention.



We emphasize proper skill progression and age-appropriate development across all program tiers. While training expectations vary by team level, athletes at every level are encouraged to work hard, remain coachable, and take pride in their growth.

Our goal is to prepare athletes not only for competition, but for continued success in cheerleading and beyond by building discipline, accountability, and resilience through consistent training.

# MEET THE BW ALL-STARS TEAM

Our coaching staff is made up of dedicated professionals who are passionate about athlete development, safety, and performance. Each coach brings unique experience and expertise to the program while working together to create a positive, structured, and supportive training environment.

Our coaches are committed to helping athletes grow not only as cheerleaders, but as confident, disciplined, and respectful individuals. Across all program tiers, our staff emphasizes proper skill progression, teamwork, and consistency.



**Ashley Thomas**

All-Star Director



**Fred Goodgame**

Assistant All-Star Director / Head Coach



**Dustin Reynolds**

Cheer Manager / Coach



**Ayden Anderson**

Coach

# TIERS OVERVIEW

BlackWatch All-Stars offers multiple program tiers designed to meet athletes at different stages of their cheer journey. Each tier varies in commitment level, training structure, and competition experience. This overview is intended to help families understand the differences between programs before reviewing the detailed pages that follow.

## Blackwatch Program Tiers at a Glance

Program Tier	Designed For	Practice Schedule	Competition Experience	Travel
Tiny Novice	Young or First time athletes (ages 3-5)	1x Per Week	Evaluated Performances	No
Mini/Prep	Athletes ready for competitive cheer with moderate commitment	1-2x per week	Competitive Local Events	Local only
Prep Elite	Competitive athletes training at an Elite level	2-3x per week	Regional & National Competitions	Travel Required
Elite	Competitive athletes training at an Elite level	2-3x per week	Regional & National Competitions	Travel Required

**Important Notes:**

- Team offerings may vary by season based on age divisions and enrollment.
- Placement into a specific tier is determined through the tryout and evaluation process.
- Detailed expectations for each program tier are outlined in the pages that follow.

# NOVICE PROGRAM

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## Program Overview

For individuals who are new to All Star but ready for performance-based teams that are evaluated at events. Novice teams focus on strengthening technique and performance skills that help prepare athletes for competitive All Star teams.

## Who This Program Is For

- First-time cheerleaders
- Younger athletes
- Athletes new to All Star cheer
- Families seeking a lower-commitment introduction to competitive cheer

## Training Structure

- Practices once per week
- Do not require an additional tumbling class
- Emphasis on:
  - Basic cheer motions
  - Beginner tumbling and jumps
  - Introductory stunting concepts (age-appropriate)
  - Performance skills and teamwork

## Competition Experience

- Perform up to 1½-minute routines set to music
- Attend local competitions
- Teams are evaluated using a rating system rather than competing head-to-head against other teams
- Focus is on experience, growth, and confidence rather than rankings

*Novice teams follow USASF Tiny Novice division guidelines.*

## Season Feel

The Novice Program is designed to be positive, encouraging, and confidence-building. Athletes are supported as they learn what it means to be part of a team, perform in front of an audience, and participate in organized events.

This program serves as a foundation for athletes who may transition into Prep, Prep Elite, or Elite programs as skills and readiness develop.

# MINI/PREP PROGRAM

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## Program Overview

The Prep Program provides athletes with a competitive All-Star cheerleading experience while maintaining a moderate commitment level compared to Prep Elite and Elite teams. This program focuses on skill development, performance quality, and competitive experience while allowing athletes to continue building the strength and consistency needed for higher levels of competition.

Prep teams offer the structure of All-Star cheer with a balanced schedule designed to support athlete growth in a supportive and development-focused environment.

## Who This Program Is For

- Athletes with basic cheer or tumbling experience
- Athletes developing consistency in skills
- Athletes ready for competition but not seeking full Elite commitments
- Families seeking a competitive experience with moderate time and travel expectations

## Training Structure

- Practices 1–2 times per week
- Emphasis on:
  - Skill development and technique
  - Beginner to intermediate tumbling
  - Age-appropriate stunting progressions
  - Routine execution and teamwork
  - Performance confidence and timing

## Competition Experience

- Perform 2-minute routines set to music similar to Prep Elite teams
- Attend competitive local events
- Teams are judged and placed against other Prep division teams
- Some seasons may include limited travel depending on the competition schedule
- Prep teams compete within the USASF Prep division structure, which focuses on safe skill progression, performance quality, and athlete development.

*Prep teams follow USASF Prep division guidelines.*

## Season Feel

The Mini/Prep Program introduces athletes to a structured competitive cheer season while maintaining a balanced schedule and supportive training environment. Athletes gain valuable experience performing routines, competing at events, and building teamwork.

Many athletes use the Prep program to continue developing their skills before transitioning into Prep Elite or Elite teams in future seasons.

*Team offerings, age divisions, and competition structure may vary by season based on enrollment and event availability.*

# PREP ELITE PROGRAM

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## Program Overview

The Prep Elite Program represents a high-level competitive All-Star experience at BlackWatch All-Stars. These teams train at an advanced level and follow the same structure, expectations, and commitment level as Elite teams while competing within the USASF Prep division. Prep Elite teams train and operate at an Elite-level standard while competing within the Prep division, allowing athletes to experience a high-level All-Star season with slightly reduced skill restrictions.

## Who This Program Is For

- Athletes ready for a high-level competitive team environment
- Athletes committed to advanced training and performance expectations
- Athletes with developing or established tumbling skills
- Families prepared for a full-season All-Star commitment

## Training Structure

- Practices 2–3 times per week
- Emphasis on:
  - Advanced stunting and transitions
  - Tumbling appropriate to team level
  - Performance intensity and routine consistency
  - Endurance, accountability, and attention to detail

## Competition Experience

- Perform 2-minute routines set to music
- Compete at competitive local, regional, and select travel events
- Teams are judged and placed against other Prep division teams
- Competition structure and travel may vary based on the season

*Prep Elite teams follow USASF Prep division guidelines.*

## Season Feel

The Prep Elite Program offers a fast-paced, high-energy competitive season that mirrors the expectations of Elite teams while competing within the Prep division. Athletes are expected to take ownership of their role within the routine, maintain consistency throughout the season, and contribute positively to the team environment.

# ELITE PROGRAM

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## Program Overview

The Elite Program is designed for athletes who are highly committed to competitive cheerleading and are ready for advanced training, performance demands, and a full All Star season experience. This program represents the highest level of competition offered at BlackWatch All-Stars.

Elite teams focus on strong execution, consistency, and performance quality within a fast-paced and structured training environment. Athletes in this program are expected to demonstrate dedication, coachability, and a team-first mindset.

## Who This Program Is For

- The Elite Program is designed for athletes who are highly committed to competitive cheerleading and are ready for advanced training, performance demands, and a full All Star season experience. This program represents the highest level of competition offered at BlackWatch All-Stars.
- Elite teams focus on strong execution, consistency, and performance quality within a fast-paced and structured training environment. Athletes in this program are expected to demonstrate dedication, coachability, and a team-first mindset.

## Training Structure

- Practices 2-3X per week
- Emphasis on:
  - Advanced stunting and transitions
  - Tumbling appropriate to team level
  - Performance intensity and routine consistency
  - Endurance, accountability, and attention to detail

## Competition Experience

- Perform 2½-minute routines set to music
- Attend regional and national competitions
- Teams are judged and placed against other Elite teams
- Travel is required and may include multi-day events

*Elite teams follow USASF Elite division guidelines.*

## Season Feel

The Elite Program offers a fast-paced, high-energy competitive season that challenges athletes both physically and mentally. Athletes are expected to take ownership of their role within the routine, maintain consistency throughout the season, and contribute positively to the team environment.

This program is ideal for athletes seeking a comprehensive All Star experience and long-term growth within competitive cheerleading.

# TRYOUT & PLACEMENT PROCESS

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BlackWatch All-Stars uses a structured evaluation process to determine team placements each season. Our goal is to ensure every athlete is placed on a team where they can safely develop skills, contribute to team success, and grow as an athlete.

## Mandatory Tryout Clinic

All athletes interested in joining the program must attend the 3-Day Tryout Clinic. During this clinic, athletes will train with coaching staff and be evaluated in the following areas:

- Stunting ability and body control
- Jump technique and flexibility
- Motion technique and performance quality
- Strength, conditioning, and coachability
- Overall readiness for team placement

The clinic allows coaches to observe athletes in a training environment similar to regular practices, helping ensure the most accurate placements possible.

## Final Evaluation Session

Following the clinic, a Drop-In Tryout Session will be held to evaluate tumbling and allow coaches to finalize team placements.

## Team Placement

Team placements are determined by program leadership based on several factors, including:

- Skill level and readiness
- Age eligibility
- Team needs and roster balance
- Athlete attitude, work ethic, and coachability

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

Once placements are announced, families will receive instructions regarding acceptance of team placement and next steps for the upcoming season.

## Placement Acceptance Policy

- Families have 48 hours to accept or decline placement
- \$250 withdrawal fee applies within that window
- After 48 hours → full financial commitment applies

# PRACTICE & SEASON STRUCTURE

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## Season Overview

The BlackWatch All-Stars season is intentionally structured to provide athletes with consistent training, clear expectations, and a well-paced competitive experience. Each phase of the season builds upon the previous one to support athlete development and team readiness.

While specific schedules may vary by team and season, the general structure outlined below applies across all program tiers.

All athletes are required to maintain enrollment in a weekly tumbling class as part of their participation in the All-Star program.

## Season Phases

### Summer Training

- Skill development and conditioning
- Team bonding and foundational training
- Introduction to routines and choreography preparation

### Routine Structure & Development

- Skill development and conditioning
- Team bonding and foundational training
- Introduction to routines and choreography preparation

### Competition Season

- Choreography and stunt camps
- Skill refinement and repetition
- Formation, timing, and performance focus
- Additional practices when needed

### Routine Maintenance

- Final routine polish
- Additional practices when needed
- Increased attention to performance quality
- Potential participation in championship or end-of-season events

## Practice Expectations

Practice schedules vary by program tier and are communicated prior to the start of the season. Across all teams, athletes are expected to:

- Arrive on time and prepared
- Follow practice dress code and safety expectations
- Actively participate and remain engaged throughout practice
- Demonstrate effort, coachability, and accountability

Consistent attendance and preparation are essential to individual and team success.

## Important Notes

- Practice schedules are subject to adjustment based on competition needs, facility availability, or team progress
- Additional practices or required sessions may be scheduled as needed
- Families are expected to plan around established practice commitments

*Detailed attendance policies are outlined in the BlackWatch All-Stars Handbook.*





# COMPETITION WEEKEND EXPERIENCE

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## Overview

Competition weekends are an exciting part of the BlackWatch All-Stars season. While each event may vary slightly, the overall flow and expectations remain consistent across competitions.

Our goal is to ensure athletes are prepared, supported, and focused while families feel informed and confident navigating competition weekends.

## Before the Event

- Competition schedules and time cards are typically shared by Thursday evening prior to the event
- Families should review meet times, warm-ups, performance times, and awards information carefully
- Athletes are expected to arrive fully prepared according to competition dress and appearance requirements

## Competition Day Flow

- **Arrival:** Athletes arrive at the designated time fully ready (hair, makeup, uniform complete)
- **Warm-Up:** Teams move through scheduled warm-ups with coaches
- **Performance:** Teams perform at their assigned time
- **Post-Performance:** Athletes return to their team area and remain with coaches
- **Awards:** Teams attend awards and represent the program appropriately
- **Dismissal:** Athletes are released by coaches once all team responsibilities are complete

Competition timelines may vary; flexibility and preparedness are expected.

## Parent & Spectator Experience

- Parents and spectators are welcome to watch performances from designated viewing areas
- Warm-up areas are restricted to athletes and coaches only
- Families should be prepared for schedule adjustments, delays, or early performances depending on the event

*Competition days can be long and busy, and flexibility is important.*

## Multi Day & Travel Events

For out-of-town or multi-day events:

- Athletes may be required to arrive the evening before competition begins
- Teams may compete on one or both days depending on the event format
- These events are focused on competition and team responsibilities rather than leisure activities

## End-of-Season Events

Some teams may participate in end-of-season or championship-style events depending on the season, bids, and program decisions. Details regarding these events are communicated separately once confirmed.

## Helpful Reminders

- Competition weekends are fast-paced and exciting
- Schedules may change throughout the day
- Coaches are focused on athlete preparation and performance
- Families are encouraged to support their athletes and enjoy the experience

*Detailed competition policies and attendance expectations are outlined in the BlackWatch All-Stars Handbook.*



# UNIFORMS & APPEARANCE

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## Overview

Uniforms and appearance are an important part of the BlackWatch All-Stars brand and competition presentation. Athletes are expected to arrive at practices and events dressed appropriately and prepared according to program standards.

Uniforms, warm-ups, and required accessories are not included in tuition and are outlined in the Program Financial Guide. Specific requirements may vary by team and season. Detailed policies are outlined in the BlackWatch All-Stars Handbook.

## Practice Wear

- Each team will receive custom team practice wear
- Athletes are expected to wear their assigned practice wear to all team practices
- Cheer shoes are required
- Jewelry is not permitted during practice

Team practice wear promotes safety, uniformity, and professionalism across all programs.

## Competition Uniforms

- Each team will be assigned a custom competition uniform
- Uniforms and required accessories are selected by the program
- Athletes are expected to arrive at competitions dressed according to team-specific guidance provided by coaches

## Warm-Ups

- Prep Elite and Elite teams are required to wear their BlackWatch warm-ups:
  - At competitions
  - During awards ceremonies
- Warm-ups are part of overall team presentation and professionalism at events

Novice/Mini and Prep teams may have different warm-up expectations based on team needs and event requirements.

## Hair & Makeup

Competition appearance standards vary by team and age division. Team-specific hair and makeup guidance will be communicated prior to competitions.

In general:

- Hair must be styled neatly and securely for performance
- Makeup expectations are communicated by team

## Spectating at Events

When athletes are spectating other teams at an event, they are expected to represent BlackWatch All-Stars appropriately.

This may include:

- Wearing assigned team apparel or warm-ups (when applicable)
- Maintaining a clean, polished appearance

## Important Notes

- Uniforms and appearance standards are part of overall team presentation
- Athletes are responsible for caring for assigned uniforms and apparel
- Replacement items or additional pieces may result in added costs

*Detailed dress code requirements and enforcement policies are outlined in the BlackWatch All-Stars Handbook.*

# FINANCIAL OVERVIEW

## Financial Overview (Estimated)

Participation in the BlackWatch All-Stars program includes both monthly tuition and additional seasonal expenses. The information below is intended to provide a general overview of expected costs. Final pricing may vary based on team placement, competition schedule, and program needs.

## Monthly Tuition (Estimated)

- **Mini/Novice & Prep Teams:** \$190 – \$230 per month
- **Prep Elite & Elite Teams:** \$315 – \$345 per month

Tuition is drafted monthly and covers training, facility use, coaching, and routine development.

## Tumbling Classes (Required)

All athletes are required to maintain enrollment in a weekly tumbling class.

- Tumbling classes are **not included in All-Star tuition**
- Classes are billed separately and must be selected at registration
- Estimated cost: approximately **\$80 per month**

## Competition & Program Fees

Additional costs may include, but are not limited to:

- Competition entry fees
- Choreography and music
- Camps, clinics, and training opportunities
- End-of-season events (when applicable)

These costs may be billed monthly or as separate fees depending on the season.

## Apparel & Uniform Costs

Athletes are required to purchase team apparel and competition uniforms, which are not included in tuition.

Estimated additional costs:

- Mini/Novice & Prep Teams: \$585 – \$970
- Prep Elite & Elite Teams: (see apparel page for full breakdown)

Apparel costs vary based on required and optional items.

## Travel Expenses

Some teams may attend out-of-town competitions.

- Travel expenses (hotel, transportation, meals) are not included in tuition
- Travel requirements vary by team and competition schedule

## Important Notes

All pricing is estimated and subject to change based on team placement, competition schedule, and program needs.

# FREQUENTLY ASKED QUESTIONS

## **How are teams and placements decided?**

Team placements are determined through the tryout and evaluation process and are based on skill level, consistency, performance ability, and overall team needs. All placement decisions are final and made in the best interest of both the athlete and the team.

## **Can my athlete move teams during the season?**

Team movement may occur in limited situations based on skill development, consistency, attendance, or team needs. Any changes are determined solely by the coaching staff and All-Star Director(s).

## **How often do schedules change?**

Practice and competition schedules are planned carefully, but adjustments may be necessary throughout the season due to competition requirements, facility availability, or team needs. Any changes will be communicated as early as possible.

## **How will we receive important information?**

All official communication is shared through Band or email. Families are expected to check these platforms regularly for updates, schedules, and announcements.

## **Who should I contact if I have a question?**

Parents should follow the communication and chain of command outlined in the handbook. General questions should be directed to your athlete's coach or designated team contact.

## **What happens if my athlete misses a practice or event?**

Attendance is critical to team success. Absences are reviewed according to the attendance policy outlined in the BlackWatch All-Stars Handbook.

# FREQUENTLY ASKED QUESTIONS

## **Will we know competition schedules ahead of time?**

Competition schedules and meet times are typically released by event producers the week of the competition. Coaches will share detailed time cards once they are available.

## **Are there additional costs during the season?**

Additional costs may include competition fees, travel expenses, choreography, music, apparel, and required tumbling classes. These costs are outlined in detail in the Program Financial Guide.

Depending on the expense, these costs may be:

- Spread across monthly payments, or
- Charged as a one-time fee

Families will be notified in advance whenever possible, and all fees are determined based on actual event and service costs.

## **What happens if my athlete is not included in certain parts of the routine?**

Routine participation is based on attendance, consistency, skill readiness, and safety. Coaches make routine decisions with the overall success of the team in mind. Athletes are encouraged to focus on improvement and communicate with coaches about goals and areas of development.

## **Where can I find detailed policies and requirements?**

All policies, expectations, and enforcement guidelines are outlined in the BlackWatch All-Stars Handbook.

## **What should I do if my athlete is struggling or feels frustrated?**

Athletes are encouraged to communicate directly with their coaches regarding routine placements, skills, or concerns. Coaches are happy to discuss areas for improvement and ways athletes can continue to grow and develop throughout the season.

# FREQUENTLY ASKED QUESTIONS

## **What happens after team placements are released?**

Families will have 48 hours to accept or decline their athlete's placement. If withdrawal is not submitted within this window, the athlete is considered committed to the season and required to complete program registration and contract documentation.

## **What is the financial commitment for the season?**

Participation in the program is a full-season commitment. Families are responsible for all tuition, fees, and required expenses as outlined in the Program Financial Guide and Contract.

## **Are tumbling classes required?**

Yes. All athletes are required to be enrolled in a weekly tumbling class. Tumbling classes are billed separately from All-Star tuition.

## **What happens if my athlete is not included in certain parts of the routine?**

Routine placement is based on skill level, consistency, attendance, and team needs. Coaches make all routine decisions with the overall success and safety of the team in mind.

# IMPORTANT INFO & RESOURCES

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## Program Documents

For full policies, expectations, and contractual information, families should reference the following documents:

- BlackWatch All-Stars Handbook
  - (Program policies, attendance, conduct, communication, enforcement)
- Program Financial Guide
  - (Tuition, fees, payment schedules, additional costs)
- Tryout Information Packet
  - (Tryout process, placement information, acceptance timelines)
- Signed Documents Packet
  - (Athlete agreement, parent agreement, contracts)

## Staying Informed

- Official communication is shared through Band and email
- Families are expected to monitor these platforms regularly

## Questions & Support

- Questions should be directed according to the communication and chain of command outlined in the handbook. This ensures that concerns are addressed efficiently and appropriately.

**We are excited to welcome athletes and families into the BlackWatch All-Stars program and look forward to a positive, successful season together.**



# BLACKWATCH ALL-STARS

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