

YOUR SUCCESS STARTS HERE

CHEER FORCE

WELCOME TO

SEASON 26

September 10th, 2026

WELCOME TO SEASON 26

MEET THE OWNERS



MEET THE DIRECTORS



CheerForce
All Star Director:
Gaby Ruiz



CheerForce
Tumbling Director:
John Cronin



CheerForce
Chief of Staff:
Lacey Lipsky



CheerForce

USASF MEMBER GYM

**MEMBER:
BOARD OF DIRECTORS**

**CHAIR:
CONNECTION LEADERS**

**NATIONAL MEETING:
2022 KEYNOTE SPEAKER
2019-PRESENT CLASS PRESENTER**





Core Values:

- Integrity
- Discipline
- Respect
- Inclusive



BE A GOOD HUMAN

HOW WE COMMUNICATE



“BAND” APP



**Coach Becky | Brody Herrera
invited you to the Season 26
Program Band Band.**

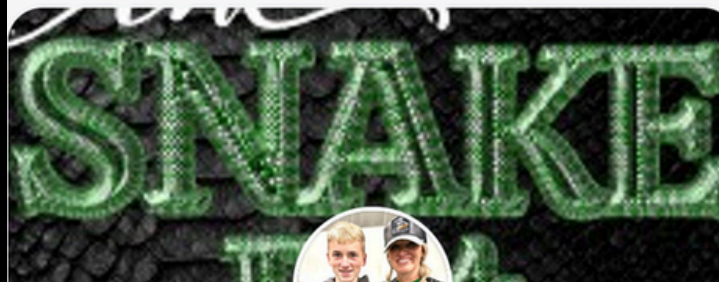
Band description >



**Coach Becky | Brody Herrera
invited you to the 26/27 Swap
Meet Band.**

Platform for current 2026/27 students
(only) to sell gently loved Cheer Gear! ...

Band description >



**Coach Becky | Brody Herrera
invited you to the Season 26
Snake Pit Band.**

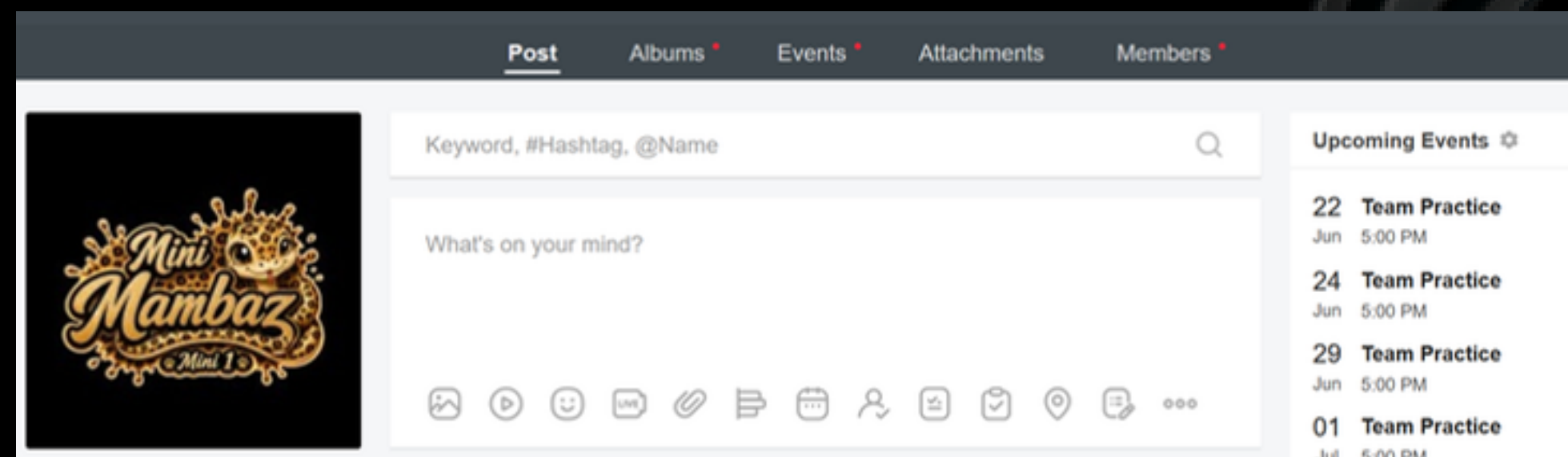
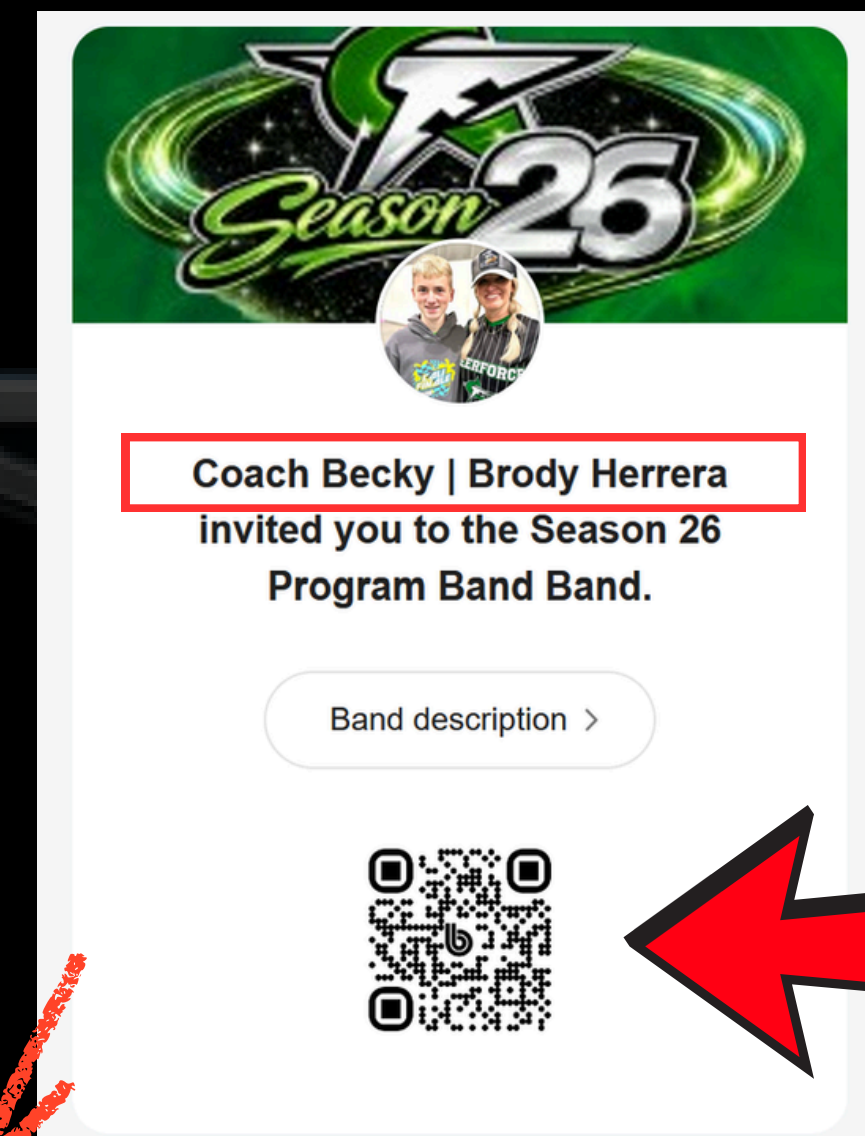
Welcome to The Snake Pit: where spirit
strikes loud and proud! We're energeti...

Band description >





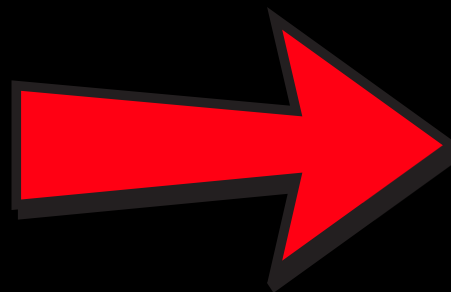
- line of communication
- importance of BAND
- protocols





BAND:

- **Name:**
 - **adult | athlete**
- **quiet hours 9:30pm-8am**





Athlete Expectations:

- “We” vs “Me” mindset
- Team Needs Come First
- Arrive 10-15 min early
- Respect ALL coaches and staff





Staff Expectations:

- **Background Check annually**
- **USASF Certified**
- **Looks out for physical and emotional development of athlete(s)**
- **Respect Boundaries**
 - **do not stop them for a meeting**
 - **do not expect communication past 9pm**



Family Expectations:

- Support athlete's healthy habits
- Check Band regularly
- Ensure account is current
- Respect "ROUTINE" decision of coaches
- Model good sportsmanship
- Be patient, this is a marathon!





Attendance Guidelines



- **Jot Form Request**
- **illness vs known conflicts**
- **Blackout Periods**



HOW TO SUBMIT AN ABSENCE REQUEST

USING THE ATTENDANCE REQUEST JOTFORM

CHEERFORCE
SIMI VALLEY



WHEN TO SUBMIT

Submit your absence request as soon as possible or at least 14 days prior to the requested absence.



Requests submitted within the blackout period (14 days before an event) may not be approved. Please review the absence policy for full details.



IMPORTANT

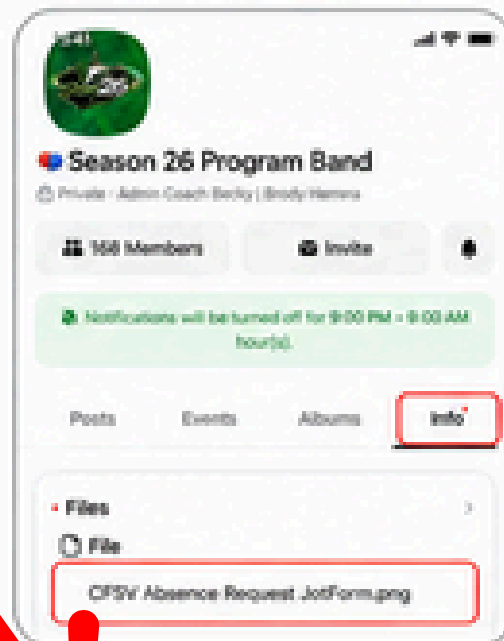
The Attendance Request JotForm is the only official method for requesting an absence.

Verbal notification does not replace the Attendance Request Form.

1

FIND THE ATTENDANCE REQUEST JOTFORM

Go to the Season 26 Band page. Click the Attendance Request JotForm button.



JotForm is located under the Files tab in Season 26.

2

COMPLETE ATHLETE & PARENT INFORMATION

Enter all required information about your athlete and yourself.

All information is kept confidential and used for attendance purposes only.

3

SELECT TEAM & ABSENCE DATES

Choose your athlete's team and provide the dates of the absence.

4

PROVIDE REASON & ACKNOWLEDGE POLICIES

Explain the reason for the absence and review all policy acknowledgements.

5

SUBMIT YOUR REQUEST

Click the button to submit your absence request.

Submit Absence Request



WHAT HAPPENS NEXT?

Once submitted, your request will be reviewed by the Attendance Review Team.

You will be notified of the final decision via email.

PARENT STEPS SUMMARY



1
Enter
Information



2
Select Team
& Dates



3
Explain the
Absence



4
Acknowledge
the Policy



5
Submit the
Request



PRO TIP

Submitting early gives the Attendance Review Team time to evaluate needs, safety, choreography, and the competition schedule before making a decision.

Thank you for helping us keep our athletes and teams successful!



CHEERFORCE
SIMI VALLEY

ATTENDANCE IS A COMMITMENT

TOGETHER. DISCIPLINED. UNITED.

parking lot safety!



IMPORTANT DATES

- NASCDD/Open House: Sept 19th (Sat).
- Dodger Cheer Day: Sept 20th (Sun).
- Choreography Session 1: Oct 11th (Sun).
- Choreography Session 2: Oct 25th (Sun).





IMPORTANT DATES

- Trunk or Treat: Oct 25th (Sun)
- Thanksgiving Break: Nov 23 - 28 (Mon-Sat)
- Winter Break: Mon Dec 21 - Sun Jan 3
- Team Photos March 8-11, 2027
- **No Spring Break Closures!!**
- Spring Showcase: April 18th (Sun)





GENERAL NOTES

- **No Personal Use of CheerForce, CF Logos, Team Names**
- Do not purchase, make or gift things for team without written approval
- Competitions: black cheer shoe
 - make-up and hair tutorials this Fall
- **Social Media: Members and Families agree to represent CheerForce positively on social platforms**

COMPETITION SCHEDULE

TENTATIVE

SAT FEB 20		LA CONV CENTER	ALL EXCEL, IGNITE TEAMS
SAT MAR 6		FRONTWAVE ARENA OCEANSIDE	ALL ELITE, EXCEL, IGNITE TEAMS
SAT APR 3		ANAHEIM CONV CENTER	ALL ELITE, IGNITE TEAMS
SUN APR 18		CHEERFORCE	ALL TEAMS: SPRING SHOWCASE

TENTATIVE



- competition schedules
 - “draft” vs “final”
- competition days
- snake pit

Spirit Royale **DRAFT** MARCH 7TH 2025
ONTARIO CONVENTION CENTER
\$15 PARKING
\$29/SPECTATOR ADMISSION
as of 2/24/26

	arrival window	team time	warm-up check-in	compete	support	awards
DIAMONDBACKZ	10:15-10:30AM	10:45AM	11:30PM	12:00PM	MAMBACITAZ CHARMERZ	3:30PM
SLINKY SQUAD	10:30-10:45AM	11:00AM	11:45PM	12:15PM	STRIKE BADDIEZ CHARMERZ	3:30PM
MAMBACITAZ	10:45-11:00AM	11:15AM	11:55PM	12:25PM	STRIKE BADDIEZ CHARMERZ	3:30PM
STRIKE BADDIEZ	11:30-11:45AM	11:55AM	12:35PM	1:05PM	DIAMONDBACKZ VIPERZ	3:30PM
VIPERZ	11:30-11:45AM	12:30PM	1:15PM	1:45PM	SLINKY SQUAD BABY BOAZ	3:30PM
BABY BOAZ	11:45-12:00PM	12:45PM	1:25PM	1:55PM	MAMBACITAZ PRETTY PYTHONZ	3:30PM
PRETTY PYTHONZ	11:45-12:00PM	12:45PM	1:30PM	2:00PM	SLINKY SQUAD	3:30PM
SIDEWINDERZ	12:30-12:45PM	1:00PM	1:40PM	2:10PM	CHARMERZ	3:30PM
CHARMERZ	12:30-12:45PM	1:15PM	1:55PM	2:25PM	STRIKE BADDIEZ	2:30PM
MIZZ HISS	1:30-1:45PM	2:45PM	3:25PM	3:55PM	SIDEWINDERZ CHARMERZ	N/A
SLITHER	3:15-3:30PM	3:45PM	4:20PM	4:50PM	MIZZ HISS	N/A
FAB FANGZ	3:15-3:30PM	4:00PM	4:40PM	5:10PM	COBRAZ	N/A
COBRAZ	3:45-4:00PM	4:15PM	4:55PM	5:25PM	SLITHER	N/A
HISS-TERIA	4:30-4:45PM	5:00PM	5:45PM	6:15PM	FAB FANGZ	N/A
BITE CLUB	4:45-5:00PM	5:30PM	6:10PM	6:40PM	COBRAZ HISSY FIT	N/A
HISSY FIT	5:15-5:45PM	6:20PM	7:00PM	7:30PM	HISS-TERIA BITE CLUB	N/A

DRAFT **GEORGE FORCE**



UNIFORM: \$395
TOP & SKIRT



BLACK CHEER SHOES:
Optional Styles on Amazon



General Billing Notes



Labor Day SALE Down Payment \$199
8 Monthly Payments \$299
*LABOR DAY Savings: \$100
(Promotion ends: Sep-7th, 2026)*

26/27 Ignite BRONZE [LABOR DAY DISCOUNT -> due now: \$199]

Sep 1st, 2026 - Apr 30th, 2027

Sun | 11:55 PM - 11:56 PM

[View Full Schedule](#)

[IS OPEN](#)

\$ M T W T F S



Labor Day SALE Pay in Full \$2,400
*LABOR DAY Savings: \$100
(Promotion ends: Sep-7th, 2026)*

26/27 Ignite GOLD [LABOR DAY DISCOUNT -> DUE NOW: \$2,400]

Sep 1st, 2026 - Apr 30th, 2027

Sun | 11:57 PM - 11:58 PM

[View Full Schedule](#)

[IS OPEN](#)

\$ M T W T F S



Labor Day SALE Down Payment \$1,125
8 payments of \$169
*LABOR DAY Savings: \$100
(Promotion ends: Sep-7th, 2026)*

26/27 Ignite SILVER [LABOR DAY DISCOUNT -> due now: \$1,125]

Sep 1st, 2026 - Apr 30th, 2027

Sun | 11:55 PM - 11:56 PM

[View Full Schedule](#)

[IS OPEN](#)

\$ M T W T F S

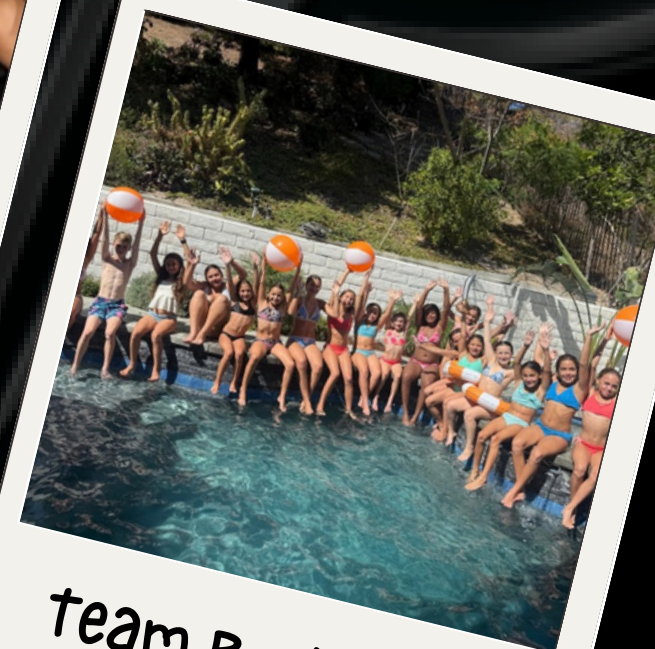


Extra costs to expect:

- **\$49 USASF annual membership**
- **Uniform (if needed)**
- **party donations**



goodie bags



Team Pool Parties



Key Takeaway:

**Every family feels overwhelmed
at some point.**

**It's normal, and it gets easier as
the season progresses!**





What Veteran CF Parents Want You to Know



- **Ask Questions Early & Often**
- **Show your spirit!**
- **Rumors are silly!**
- **Coaches, staff, team moms, and veteran parents are happy to help**



Why Parents Choose CheerForce

- ♥ Coaches genuinely care about athletes
- ♥ Veteran families are willing to help
- ♥ Strong parent community
- ♥ Athletes grow in confidence and resilience
- ♥ The gym becomes a second family

Most Common Advice: "Get to know other parents. Find a buddy. Don't try to figure everything out alone."



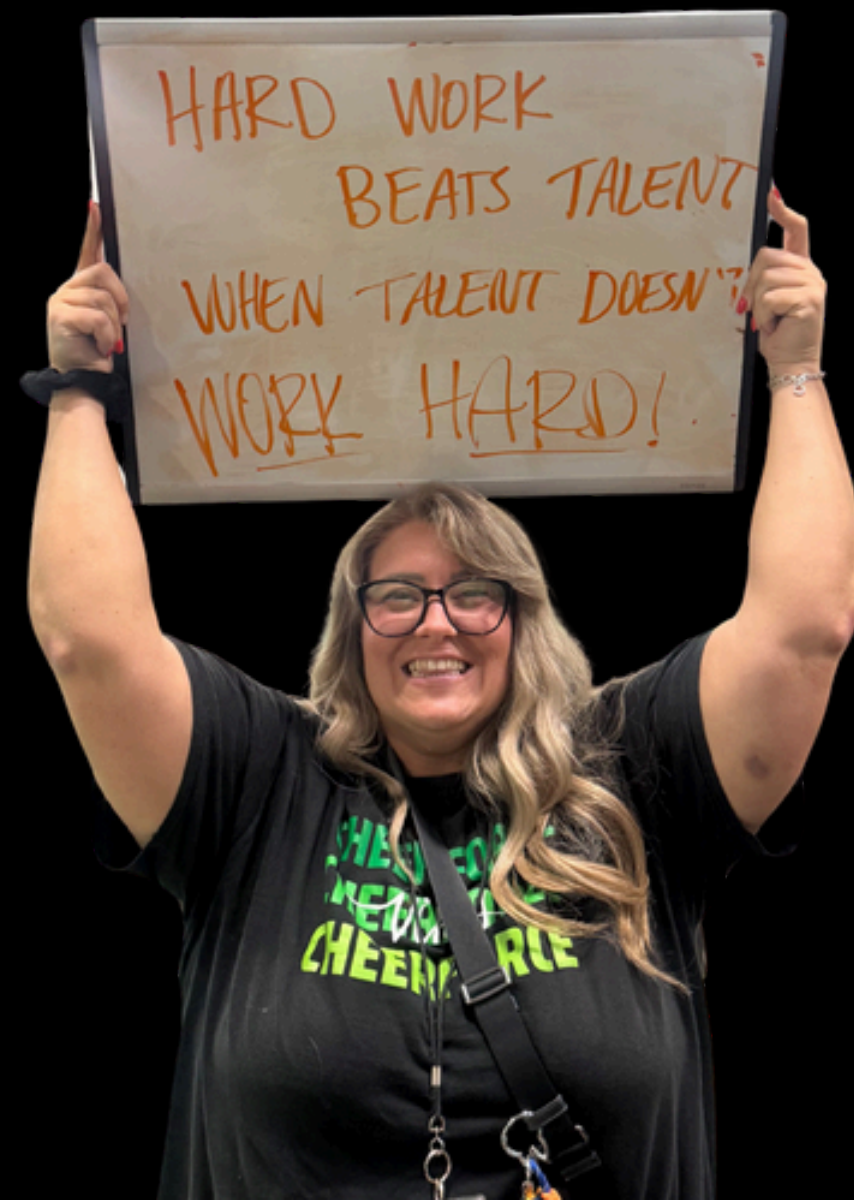


Supplemental Training

Classes (discount)

Private Lessons

Camps



HARD WORK
BEATS TALENT
WHEN TALENT DOESN'T
WORK HARD!

OPEN HOUSE

Fun Vendors for Kids, Facility Tours and More!

NATIONAL ALL STAR
CHEER & DANCE
DAY

open house
SATURDAY, SEPTEMBER 19TH 12-4PM



5898 CONDOR DR.
SUITE 230
MOORPARK, CA



FREE CLASS
2-3pm
AGES 5-15YRS

CHEERFORCE
ONE NATION UNDER GREEN

XCELERATOR

CLASS SERIES

FOCUS. POWER. PROGRESS.
TAKE YOUR SKILLS TO THE NEXT LEVEL!

6 WEEK SERIES
SEPT 19, 26
OCT 3, 10, 17, 24

ONLY \$225
FOR ALL 6 CLASSES
SAVE YOUR SPOT. LIMITED SPACE!

EACH CLASS:
90 MINUTES OF
FOCUSED TRAINING

BACK WALKOVER
XCELERATOR
11:00AM - 12:30PM

INVEST IN THE SKILLS THAT
TAKE YOU FURTHER.

CHEER CLINIC

TAUGHT BY YOUR **HISS & TELL**
OPEN TEAM!

SATURDAY, SEP 26

2-5PM

CHEERFORCE

\$75

ALL PROCEEDS SUPPORT
HISS & TELL





CONTACT INFORMATION

phone: 805-582-2211

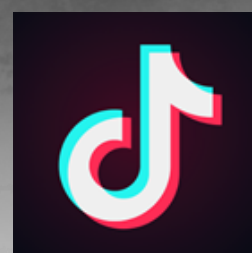
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CheerForceSimi



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