



MAX

All-Stars

1/2 YEAR HANDBOOK

Athlete Name: _____

26-27
V1

Welcome Message



Dan Harrod
Founder



WELCOME TO MAX ALL-STARS

For the past 13 years, Max has proudly operated in Madison, Alabama under the name ACE. This season, we are excited to branch off and launch MAX All-Stars as our own brand. While our name has changed, our core values remain the same, developing athletes, pushing limits, and building strong competitors on and off the mat.

Our philosophy is simple: we do not hold athletes back. Our goal is to MAXimize each athlete's potential by continuously developing skills, confidence, and work ethic. Over the years, we have helped send countless athletes to compete at some of the most prestigious colleges in America.

If you are an athlete who wants to be challenged, developed, and encouraged to keep learning and growing then Max All-Stars is for you.

Welcome Message



Katelyn Howard
All-Star Director



WELCOME TO MAX ALL-STARS

Welcome to Huntsville's fastest growing All-Star program!

For over 13 years, our program has been committed to developing athletes into the best version of themselves both on and off the mat in a safe, structured, and positive environment. At Max All-Stars, growth isn't just about skills; it's about confidence, discipline, teamwork, and leadership.

As the All-Star Director, my priority is to build teams that highlight each athlete's strengths while pushing them to grow within a competitive team atmosphere. Every athlete is intentionally placed and developed so they can be utilized to their fullest potential. Our goal is not just to compete but to prepare athletes to confidently perform skills for the level they are placed on and continue progressing season after season.

If you are looking for a gym that sees value in every athlete and prioritizes development then you've found your home.

Welcome to MAX All-Stars. Let's get to work!

CONTACT INFORMATION



EMAIL

katelyn.maxcheer@gmail.com

All-Star Teams Offered

Half Year Elite Teams Levels 1-4

Designed for athletes that are familiar with this sport. Athletes should have the basic knowledge and foundation of stunting, tumbling, and jumping.

- Requires 1 practice day November - January
- Requires 2 practice days February - April
- 2 hours each practice.
- Included tumbling class
- Teams will attend three competitions



Half Year Prep Teams Levels 1-2

Designed for athletes that are new to the sport. Athletes will be taught the basics and foundations of stunting, tumbling, and jumping.

- Expectations are for your athlete to grow and improve within our discipline
- Will require 1-2 hour practices 1 day a week November - January
- May require 1-2 hour practices 2 days a week February - April
- Included tumbling class
- Teams will attend three competitions

All-Star Team SELECTIONS

Pre Placement Requirements

Prior to being placed on a team, each All Star candidate must:

- Create online account and or register [CLICK HERE](#)
- Fill out Athlete Information [CLICK HERE TO FILL OUT](#)
- Sign Terms & Conditions Agreement [CLICK HERE](#)
- Complete a skills evaluation between [NOVEMBER 2ND - NOVEMBER 4TH](#)
- Join/Renew with USASF [CLICK HERE](#)

Team Placement Timeline

- **November 2, 2026: Tumbling and Jump Evaluations 4:00-8:00 pm**
 - Athletes will perform two standing tumbling skills and one running tumbling skill that represents their highest level of tumbling.
 - Athletes will perform 4 jumps: toe touch, pike, hurdler (right or left), and double toe touch.
 - Athletes are released after their evaluation. You are free to attend any you would like.
- **November 3, 2026: Tumbling and Jump Evaluations 4:00-8:00 pm**
 - Athletes will perform two standing tumbling skills and one running tumbling skill that represents their highest level of tumbling.
 - Athletes will perform 4 jumps: toe touch, pike, hurdler (right or left), and double toe touch.
 - Athletes are released after their evaluation. You are free to attend any you would like.
- **November 4, 2026: Tumbling and Jump Evaluations 4:00-8:00 pm**
 - Athletes will perform two standing tumbling skills and one running tumbling skill that represents their highest level of tumbling.
 - Athletes will perform 4 jumps: toe touch, pike, hurdler (right or left), and double toe touch.
 - Athletes are released after their evaluation. You are free to attend any you would like.
- ATHLETES MAY ATTEND ANY EVALUATION DAY
- **November 5, 2026: Team Selections Emailed Out**
- **November 8, 2026: Contracts Locked**
- **November 8, 2026: First Team Practices**

Early, Late, or Missed Evaluations

- Contact Katelyn Howard katelyn.maxcheer@gmail.com to set up an individual evaluation.

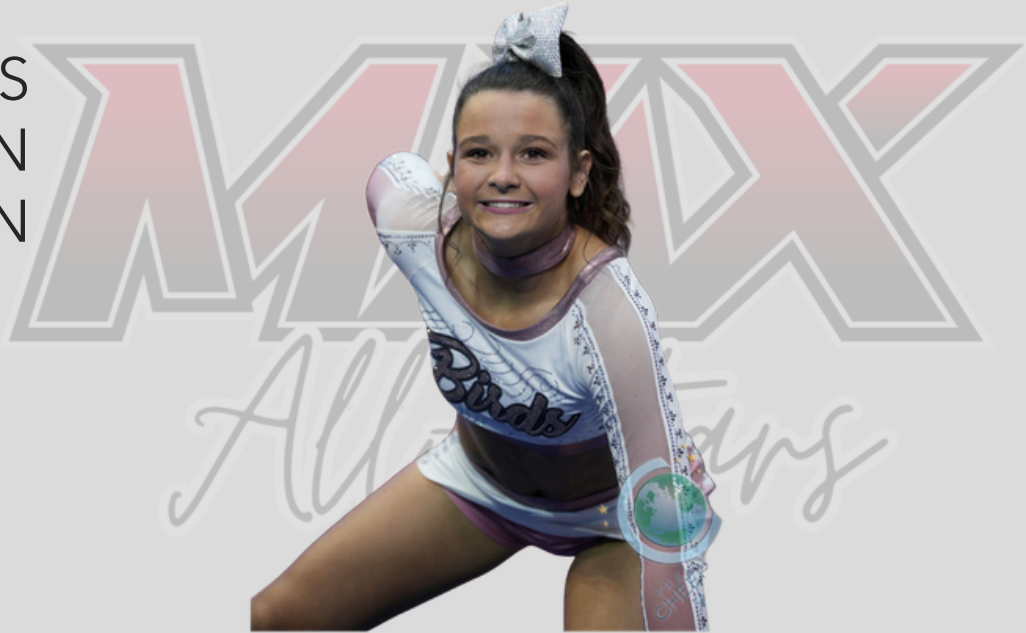
Practice Information

Practice times are subject to change at anytime!

All-Star Cheer is a TEAM sport and it is imperative for all team members to attend every practice. Attendance is required. If an athlete is not meeting attendance requirements, their position on the team will be jeopardized.

PRACTICES NOVEMBER - JANUARY

HALF YEAR TEAMS
WILL PRACTICE ON
SUNDAYS BETWEEN
2:00-6:00 PM



PRACTICES FEBRUARY UNTIL END OF SEASON

ELITE HALF YEAR TEAMS WILL PRACTICE ON
SUNDAYS BETWEEN 2:00-6:00 PM. THEY
WILL ALSO PRACTICE EITHER MONDAYS OR
TUESDAYS STARTING IN FEBRUARY
BETWEEN 6:00-9:00 PM

PREP HALF YEAR TEAMS WILL PRACTICE ON
SUNDAYS BETWEEN 2:00-6:00 PM. THEY
MAY ALSO PRACTICE ON EITHER MONDAYS
OR TUESDAYS STARTING IN FEBRUARY
BETWEEN 6:00-8:00 PM.



COMPETITION SCHEDULE

Event	Dates	Teams	Housing Required
Jamfest NASHVILLE, TN	FEBRUARY 27	ALL TEAMS ATTEND	NO
Double Down BIRMINGHAM, AL	MARCH 13-14	ALL TEAMS ATTEND	NO
One Up NASHVILLE, TN	APRIL 2-4	ALL TEAMS ATTEND	NO

All-Star Athletes

Dress Code

- Athletes must wear the designated practice clothes and cheer shoes to every practice.
- Hair must be pulled out of the face in a high ponytail at every practice for both males and females. Females must wear their practice bow.
- Female athletes must wear bloomers and sports bras under their practice attire at all times.
- Male athletes wear compression shorts under their practice shorts at all times.
- During practices athletes will remove jewelry. Piercings may be covered or plugged. While we understand that ear piercing may be an important milestone for younger athletes; it is important to understand that DURING THE SEASON athletes may not simply cover and/or plug a piercing while competing as outlined in industry safety rules. Max recommends that athletes use the summer months (prior to competition season) to have their ears pierced.
- NO NON NATURAL COLORED HAIR at competitions. There will be a \$100 fee / or risk of being removed from event for anyone with non natural hair color.

DO NOT WEAR OR BRING VALUABLES TO PRACTICE (Jewelry and/or Personal Property)

Neither MAX, nor its employees, are responsible for jewelry, accessories, computers, cell phones, or other personal property that is worn in or brought onto MAX property and any claims relating to the loss of or damage to any of these items are expressly waived and released.

School Cheerleading

In an effort to minimize scheduling conflicts, school cheerleading programs must be willing to work with Max.

MAX All-Stars works closely with the schools in our area. We do our best to make sure there will be limited or no conflict with your school teams but it needs to be a two-way street.

Prior to making a team commitment we recommend having a conversation with your school coach.

Athletes who train at MAX with their school teams will receive \$150 off their monthly tuition.

Please note:

If an athlete leaves or quits their school team, the \$150 monthly discount will be removed, and the full tuition amount will be charged moving forward.



All-Star Athletes

TEAM BEFORE INDIVIDUAL ATHLETE

All decisions are made for the benefit of the TEAM's performance, scoring and success. Although the individual athlete is very important to the program, some decisions, initially, may not seem to be the best to the athlete or parent. We ask that each athlete take the time to see what the overall routine entails. If he/she still has a question with a decision, they should then speak with and/or schedule a meeting with the coach.

ATHLETE DEVELOPMENT & PROGRESSION: Goal Setting

Through instruction, the athlete will work hard to obtain and even exceed those goals, building a strong work ethic for the future. Max All-Stars is focused on developing the lifelong success of the athlete, not on merely winning championships.

ATHLETE GYM WORK

Athletes may be required to come in on their own to work areas of the routine they need to improve. This will be assigned by the coach.

TEAM PLACEMENT & ROSTER ADJUSTMENTS

All-Star Cheer is a team sport. Each athlete fills a specific role on the team. During tryouts and the team placement process, our coaches evaluate all athlete's skills to determine which group of athletes can be brought together to build a team that will work together for the next 6 months. There are times when an athlete's initial placement is no longer the right fit for the athlete and/or team. Program administrators and coaches may determine it is in the best interest of the program to make a roster adjustment and move an athlete from one team to another team. This is a decision that is not taken lightly – and - will only be made through careful evaluation and consideration of both teams and in the sole and absolute discretion of Max All-Stars. A representative of the gym will contact you with any information regarding a team change and schedule a meeting if necessary.

The decision to move an athlete to a different team may be based on one or more of the following:

- Athlete's routine positions (side base, back base, top)
- Athlete's skill level (tumbling, stunting, jumping, etc.)
- Athlete's attitude
- Athlete's willingness to learn and improve in a group setting
- Team's needs for competition
- Attendance issues
- Injury
- Aptitude and ability to perform at the level of the team

Athletes being moved to a different team should not be perceived as something negative.

Athletes may request to be moved to a lower-level team if he/she feels they are not sufficiently utilized throughout a routine or if they become overwhelmed by the routine layout. Although maintaining the mental and physical well-being of the athlete is recognized as a paramount concern, any move to a different team will depend on team availability and availability of roster positions. Athletes must be willing to fulfill any position needed by that team.

These, and all, decisions will be at the sole discretion of the gym owner.

Attendance Policy & Illness/Injury

Attendance Guidelines

- Notification to All Star Director REQUIRED.
 - Submit via email to All Star Director
 - Emails will be shared with team coaches.
- All absences will be approved or unapproved by All Star Director
 - If unapproved and athlete choose to still miss they may be placed as alternate, removed from choreography, and/or removed from team
- Absences are not allowed the week of (7 days) prior to an event.
- Absence and reason will be listed on the team calendar.
- **\$25 will be charged per missed practice after 3 absences**
- NHSCC School Team Excused Absence
- Athletes must work hand-in-hand to comply with attendance as set by your Gym Owner for optimal team practice in preparation for this event.
- Communicate with your school coaching staff now to save issues later.
- Missing a practice the Sunday or a weekday prior to an event/competition may remove that athlete from the event roster.
- If absences become an issue, you will be contacted by the All-Star Director or Owner to discuss an athlete's team commitment. He/she may be placed as an alternate, removed from choreography and/or removed entirely from the team.
- If a parent chooses to withdraw an athlete from a competition at any time, you will be removed from the program unless approved by the All-Star Director and Owner prior to the event. If you do not show for an event, that will result in immediate removal from the program.
- Space Camp is NOT an excused absence.



Illness/Injury Guidelines

- Athletes are expected to be at practice unless they are **contagious and have a doctor's note**.
- Practice participation is situation-based and at the coach's discretion.
- Athletes may wear a mask as a preventative measure when feeling ill.
- In the event that an athlete is injured, you should notify your coach immediately.
- Please provide a doctor's note with details concerning the prognosis, recovery time and any change in circumstances affecting their ability to perform.
- We may re-choreograph routines based on the athlete's injury and length of recovery. It is not guaranteed that an athlete will be choreographed back into the routine upon recovery.
- We may need to fill in the injured athletes position with another athlete. The injured athlete must be able to perform the position routine fully before they will assume their spot back.
- Injured athletes must continue with payment in full unless the injury is season ending

Communication

IN THE GYM - CLASSES & PRACTICES

Coaches are focused on instructing and teaching the athletes. Parents should never approach a coach during a class or practice. Coaches will be available for a reasonable time following classes and team practices to answer any questions regarding your athlete, their needs, and their individual progress.

AT COMPETITIONS

Coaches are focused on the team and athletes and are there to coach. Any issues that arise during a competition will be addressed during the week following the competition. Parents should never approach a coach with an issue at any point during competitions.

WE WILL NOT DISCUSS

- Information regarding other Max All-Stars athletes and/or parents
- Max All-Stars coaches who do not coach their athlete
- Decisions made by the Administrative Staff
- Comparisons of their athlete to another athlete; coach-to-coach; or Max All-Stars to any other cheerleading training facilities
- Other topics and issues that Max All-Stars, in its sole discretion, deem inappropriate for discussion
- Strategic decisions (e.g., placements made in formations; decisions regarding why an athlete was moved, added, removed, or replaced in stunts and tumbling sections) in a public setting

ATHLETE-TO-COACH COMMUNICATION

We strongly encourage parents to have their athletes speak directly with the coaches regarding, but not limited to, the following issues should they arise:

- Routine element questions
- Individual and group skill preparedness
- Injury/Illness
- Outside events that may affect performance

OPEN DOOR POLICY

Max All-Stars maintains an open-door communication policy to help each parent and athlete understand every decision in which they are involved.

The Director will schedule a meeting with you, your athlete, and the athlete's coach.

If a matter remains unresolved, or if the athlete has clear and legitimate concerns that speaking with the coach will not or cannot resolve, please bring the concern directly to the gym owner.

Travel Obligations

Parents are Responsible for their Athletes:

- Travel to and from the event
- **Travel** while at the event
- Hotel accommodations (if necessary)
- Meals and snacks at events
- Activities and behavior at out-of-town events
- Getting athletes to meet times
 - **\$20.00 fee for athletes at are 15 mins or later to a meet time. This will be charged to your account.**

If a parent/guardian cannot attend an out of town event, they must arrange for another parent, or responsible adult, to travel with your athlete. The adult with whom you assign your child to travel assumes responsibility for the athlete and must ensure the athlete's adherence to all Max rules and policies throughout the entirety of the event.

Camps and competitions are not vacations. The athletes' time and focus should be fully committed to Max and all related activities throughout the entirety of the event.



Financial Obligations

Most fees associated with participating in All-Star cheer have been combined and distributed across the full season.

Timely payments are expected from all MAX All-Star athletes.

- Monthly payments are automatically charged on the 1st of each month.
- Accounts not paid by the 5th of the month will be assessed a \$50 late fee.



MONTHLY FEES	NOVEMBER - APRIL
DUE ON 1 ST OF MONTH UNTIL SEASON OVER	\$250

ADDITIONAL COST	COST
PRACTICE CLOTHES	\$125
UNIFORM AND BOW	\$400
OPTIONAL WARMUP JACKET & BACKPACK	\$235
SHOES OPTIONAL (Only optional if not needed) all will need white cheer shoes.	\$125



Financial Obligations

ADDITIONAL CLASSES:

Top persons selected to a team may have a Mandatory monthly class for top persons to increase flexibility, improve overall top person awareness, work on performance, poise, and drill stunt counts. There will be an extra monthly fee for this class.

DISCOUNTS:

\$200 off total cost if paid in full (No AMEX or Debt Cards used for this). School team athletes that train with ACE all season will receive \$150 off a month (must pay your school tuition, if school drops then you will pay the \$150 per month for the remainder of the season). Two children in program, \$50 off monthly total fees. Three Children in program, \$150 off monthly total fees. Paid in full must be cash, check, Visa, Master, Discover- No debt Visa or Master cards.

QUITTING OR REMOVED:

If an athlete is removed by allstar director from Max All-Star team at any point, you will continue to be responsible for fees in full. These fees are to be paid in accordance with the assigned payment schedule. You will not receive any items paid for if you are removed prior to their arrival. If an athlete wishes to quit there is a \$600 buy out fee. You will not be refunded any money paid in to receive any merchandise you paid for but you will be released from the remainder monthly payments.

MADE ALTERNATE:

If an athlete is listed as an alternate, they will continue to be responsible for fees in full whether or not the athlete competes. Alternates/Injured Reserve athletes will have a reduction in monthly gym fee.

PRACTICE CLOTHES, SHOES, UNIFORM, WARMUPS:

All Teams will receive 1 set of practice clothes including 1 pair of shorts, and 1 sports bra. If you wish to not get a sports bra we have a tank option. Warmups may include jacket and pants.

PLEASE NOTE:

If an athlete is removed or quits an Max Cheer Company team at any point, you will continue to be responsible for fees in full. These fees are to be paid in accordance with the assigned payment schedule and will be. You will not receive any items paid for if you quit prior to their arrival.

Branding Policy

BRAND AND LOGO POLICY:

- All Max letters and logos are copyright protected.
- All spirit wear items are to be purchased through Max Cheer Company Approved Vendors.
- If a parent would like to buy merchandise for an entire team, the order must go through Dan Harrod
- Bows, t-shirts, bags, etc. with an identifiable icon, resemblance, design or reference to Max and or team name etc not purchased through Max are not permitted
- Anyone who attempts to sell or give away items with identifiable icon, resemblance, design or reference to Max or Team Name etc. will be in violation of the Max Brand and Logo Policy.
- You are welcome to monogram your warm-up; however, we ask that you use **black, red or white** for the lettering. The athlete's first OR last name, initials and/or nicknames are all acceptable. We ask that you do not use their first and last name for the safety of the athlete while in public places.
- These, and all, decisions will be at the sole discretion of Dan Harrod



OPTIONS TO MAKE YOUR OWN APPAREL

- Send design to Dan Harrod for approval.
- If approved each item made will cost a **\$20.00** fee per item made
- If caught with un approved items there will be a **\$50.00** fee per item and risk of removal from the program.

MAX

CONTACT



If you have any questions regarding the company handbook, please feel free to contact:



Phone Number
256-542-9088



Website
www.maxcheercompany.com



Email
katelyn.maxcheer@gmail.com