



MAX

All-Stars

HANDBOOK

Athlete Name: _____

26-27
V4

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

Welcome Message



Eli Cole
Tumbling Director



WELCOME TO MAX ALL-STARS

At Max, we believe in perfection before progression. Strong foundations build unstoppable athletes.

We don't just teach skills we teach the "why" behind every movement. When athletes understand body positions, timing, and technique, confidence follows. And when confidence grows, so does performance.

Safety is never an afterthought. It's our standard.

Our tumbling curriculum is intentionally designed around:

- Proper technique
- Strength development
- Body control and awareness
- Injury prevention
- Progressions tailored to each athlete

Every athlete moves at a pace that challenges them while protecting their long-term growth.

With passionate coaches, structured classes, and a positive, high-energy training environment, Max athletes don't just learn tumbling they build discipline, confidence, and championship habits.

If you're looking for training that prioritizes fundamentals, builds power the right way, and develops confident athletes from the ground up...

You're in the right place.

All-Star Teams Offered

Elite All-Star Teams Levels 1-6



Designed for highly motivated and intensely committed families to provide their athletes with the highest level of training, success and ability with other like minded families.

- Practices are intense and mandatory
- Requires 2 -3 days a week practice
- 2-3 hours each practice.
- Included tumbling class
- Teams will attend end of the season event in Orlando FL.
- Teams Travel as far as Orlando for competitions.
- Will require over night stay at competitions
- Will require many extra practices throughout the week

Prep & Novice All-Star Teams

Designed for the athlete and family that is ready to make the commitment to a team, but may need more skill development to be fully prepared for an elite level team. Also for those who do not wish to travel far from home for competitions.

- Practices are less intense than elite
- Expectations are for your athlete to grow and improve within our discipline
- Attendance guidelines adhere
- May require weekend practices.
- Requires local travel to events. Example Cities are Nashville, Birmingham, Huntsville.
- Will require 1-2 hour practices 1-2 days a week.
- Will not require any over night stays at events.
- Included tumbling class

All-Star

Work Shops & Early Registration



ALL-STAR TEAM WORK SHOP DATES

- **Come work with our coaches for free and get ready for the new Season. Kateyn and Dan will be on hand to help answer all questions about what we can offer.**
 - April 10th 6:00-7:00 pm
 - April 17th 6:00-7:00 pm
 - April 18th 3:00-5:00 pm
 - April 24th 6:00-7:00 pm

REGISTER NOW AND RECEIVE THE FUNDRASIER LINK

- **Register today and get the link when it goes out!**
 - We will be starting a popcorn fundraiser in April. Everyone that registers by then will get the chance to raise funds prior to your first payment. Half of the total amount you raise will go to your account!

REGISTER NOW AND WIN BIG!

- **The sooner you register the more chances to win!**
 - This season we will be giving away prizes for the 26-27 season. This will range from free shoes, practice clothes, and our GRAND prize will be free tuition for the SEASON!!
 - Each week you are registered for the 26-27 season, you will get an entry in to our drawing leading up to tumble evals on May 10th.
 - You have up to 10 entries to win the grand prize!
 - If you win any week leading up to the final drawing you can not win the next week, but you will still be entered in the final drawing for our GRAND prize.

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
- Fill out Athlete Information [CLICK HERE TO FILL OUT](#)
- Sign Terms & Conditions Agreement [COMING SOON](#)
- Sign 2026 -2027 Competitive Cheer Contract [COMING SOON](#)
- Complete a skills evaluation [MAY 10th](#)
- Join/Renew with USASF [CLICK HERE](#)

Team Placement Timeline

- **May 9, 2026: Tumbling Evaluations 9:00-12:00 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 will be invited to a stunt evaluation day based on their tumbling and age.
- **May 11, 2026: Level 2 Stunt Evaluations 6:00-8:00 pm**
 - Athletes will perform level 2 stunt skills as a base, back spot, or top girl. Athletes MUST be invited to this.
- **May 12, 2026: Level 3 Stunt Evaluations 6:00-8:00 pm**
 - Athletes will perform level 3 stunt skills as a base, back spot, or top girl. Athletes MUST be invited to this.
- **May 13, 2026: Level 4 Stunt Evaluations 6:00-8:00 pm**
 - Athletes will perform level 4 stunt skills as a base, back spot, or top girl. Athletes MUST be invited to this.
- **May 14, 2026: Level 5/6 Stunt Evaluations 6:00-8:00 pm**
 - Athletes will perform level 5/6 stunt skills as a base, back spot, or top girl. Athletes MUST be invited to this.
- **May 16, 2026: Team Selections Emailed Out**
- **May 17, 2026: Contracts Locked**
- **May 18-21, 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.

SUMMER PRACTICES JUNE & JULY

Elite Level 6 Team Monday & Wednesday

Elite Level 5 Team TBD

Elite Level 4 Team Tuesday & Thursday

Elite Level 3 Team Tuesday & Wednesday

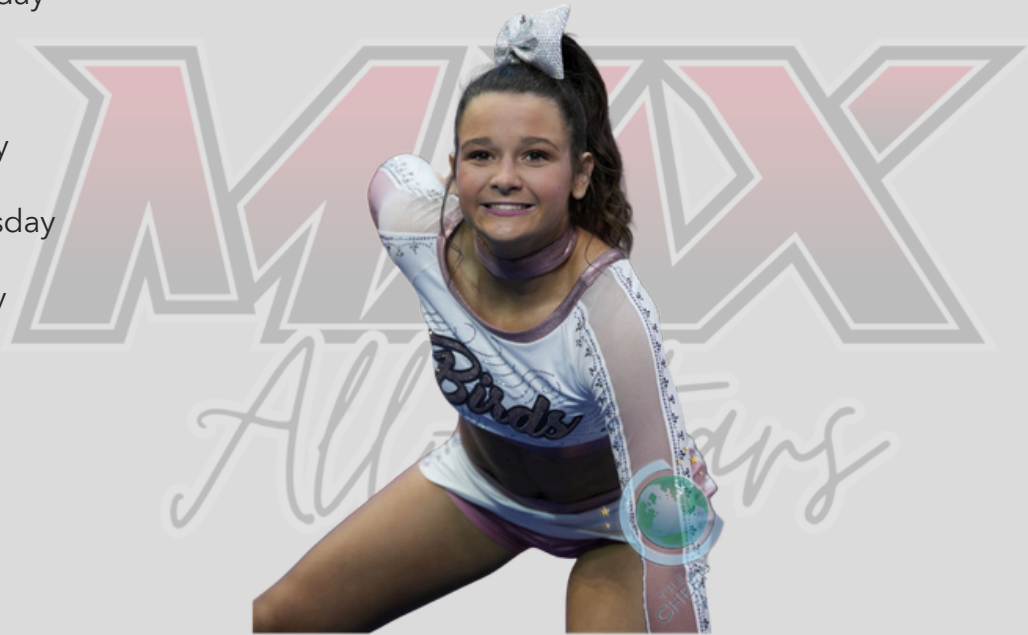
Elite Level 2 Team Monday & Thursday

Elite Level 1 Team TBD

Prep Youth Team Monday

Prep Mini Team Wednesday

Novice Team Tuesday



COMPETITION PRACTICES AUGUST UNTIL END OF SEASON

Elite Level 6 Team Monday & Wednesday

Elite Level 5 Team TBD

Elite Level 4 Team Tuesday & Thursday

Elite Level 3 Team Tuesday & Wednesday

Elite Level 2 Team Monday & Thursday

Elite Level 1 Team TBD

Prep Youth Team Monday & Sunday

Prep Mini Team Wednesday & Sunday

Novice Team Tuesday & Sunday

SUMMER CALENDAR

MAY

- 10-14 EVALUATIONS
- 18-21 PRACTICE STARTS
- 24 - 31 GYM CLOSED
 - No Classes or Practices

JUNE

- 15 - 18 BOOT CAMP ALL TEAMS
 - All Teams will attend 2-3 Days
- 22 - 28 ELITE TEAM CHOREOGRAPHY
 - All Teams will attend 2-3 Days
- 29 - JULY 5 GYM CLOSED
 - No Classes or Practices

JULY

- 1 - 5 GYM CLOSED
 - No Classes or Practices

AUG

- 16 SUNDAY PRACTICES START
- PREP CHOREOGRAPHY
 - 2 Days (DATES TBD)

SEPT

- 6-7 CLOSED
 - No Classes or Practices
- LEVEL 6 CHOREOGRAPHY
 - 2-3 Days (DATES TBD)

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 8 to 11 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.



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. Please note your Monthly Fees may raise or lower once competition schedule and prices are set.

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.
- End of the Season event for \$600 is included in this total for elite and worlds teams. Cost of end of the season event might be more or less. This will be sent to you once prices are finalized and payment due or refunded/credited in April.



MONTHLY FEES	NOVICE JUNE TO FEB 9 MONTHS	PREP JUNE TO FEB 9 MONTHS	ELITE JUNE TO APRIL 11 MONTHS
DUE ON 1 ST OF MONTH UNTIL SEASON OVER	200	250	360

ADDITIONAL COST	COST
PRACTICE CLOTHES & SHOES <i>(DUE MAY 18)</i>	TBD
UNIFORM AND BOW <i>(HALF DUE JUNE 15 AND OTHER JULY 13)</i>	TBD
WARMUP SUIT & BACKPACK <i>(DUE AUG 10)</i>	TBD



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 shoes and 2 sets of practice clothes including 2 Shorts/Skirts, 2 Sports Bras, 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