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DEAR GYM OWNERS, COACHES, FAMILIES, AND ATHLETES

Welcome to the Prime All Star Finale in Fort Lauderdale! We are beyond excited to host you for a weekend of fierce competition, unforgettable experiences, and incredible memories.

Our mission is to create an athlete-first event that not only showcases your talent but also delivers an exciting and high-energy environment that you won't find anywhere else. From phenonemal athlete experiences, program awards, and more. We've designed this competition with YOU in mind.

Get ready to compete, celebrate, and enjoy everything Fort Lauderdale has to offer!

See you in the SUN!

DECLARATION DAY

Your first step to securing your spot at the First Annual Prime All Star Finale

Why Declare?



One Form = All Access

Covers all events. No need to fill out additional forms.



Promo Kit

Custom social media graphics for your program



Preferred Pricing

Lowest Finale rates + opportunties to earn more.



Program Award Eligible

Have the opportunity to win a PROGRAM Award that unlocks lower pricing for your entire progrma.



Must See Bids

Earn the coveted MUST SEE bid and receive FREE registration.

Finale Gifts

Given at awards ceremonies at Prime Alliance events

Why it matters?

Capacity is expected to fill

Teams who wait to declare– even after winning awards or bids–may not have space to attend.

DECLARE + \$500/team deposit = GUARANTEED PERFORMANCE SLOT



(Deposit is fully refundable)

SCAN TO DECLARE

QR CODE COMING SOON)

DECLARATION DAY

DECLARATION OF INTENT TO ATTEND

this ways, declaration In many resembles the forms programs have been completing for individual events over the years. However, our extensive experience as event producers and the invaluable benefit of hindsight have led efficient, to develop a more us expanded and beneficial use of this step. Participation in Declaration Day is key to unlocking the unique benefits of the event, accessing the lowest pricing, and ensuring your program's ability to attend the First Annual Prime Allstar Finale.

DECLARATION DAY Wednesday, October 1, 2025.

Programs intending to attend the event can submit their declaration of intent. In return, they will receive a social media kit to promote their decision, along with graphics to share with their athletes.

This is the only time during the season that a program needs to fill out a form, and it applies to all Prime Alliance Events. Completing this step is also the first move toward reducing attendance costs. Additionally, this declaration notifies the chosen Prime Alliance Event that the program is eligible—provided there is a sufficient number of teams attending—to receive the Program Award, which further lowers costs for all the program's teams. It also positions them to earn one of the coveted "Must See" Paid Bids, potentially resulting in reduced or even free registration.

SELECT AN EVENT

While not required, the next step in participation and in reducing registration costs is to compete at one or more of the more than 70 events offered nationwide by the Prime Alliance.



DECLARATION DAY

It is highly anticipated that the event will reach capacity. To reserve performance slots, programs can submit a refundable deposit of \$500 per team along with their Declaration. Without this deposit, if capacity is reached during the season, teams waiting until after competing in a Prime Alliance event to determine if they are Program Winners or Must See Bid recipients could find the unfortunate situation of having no available performance slots, even with lower-than-standard or free registration options.

The benefits of Declaration Day are extensive. It not only allows programs to lower costs and guarantees event participation, but it also returns full control to Program Owners regarding program's season finale. their Additionally, having several months Participants, Programs, for and Parents to plan travel arrangements and book hotel accommodations, while eliminating the stress of "bid chasing," immeasurable offers advantages.

In recognition of this unique innovation, and to ensure teams do not miss out on the benefits of Declaration Day, this season a program may submit their Declaration Form at any time up to 30 days prior to the Prime Alliance Event they intend to attend. Again, this is only if registration space at the Prime Finale is available at that time.



VIBE AND EVENT HIGHLIGHTS

What Makes This Event Different?

We kick things off in true South Florida style. Picture golden hour, palm trees, music, and moments that set the tone for an epic weekend.

First Day Recognition

Celebration

Opening

Day I isn't just for warming up - we recognize each team as a prime performance with a Prime All Star Finale Medal.

Senior Zone LUNCE

Celebrate with your graduating seniors in our senior zone.

Celebrations story - we'll help celebrate it.

Miestone First-time flyers? 10th season anniversary? Major comeback year? We're here for it. Tell us your

Prime Awards

This is more than winning divisions. We honor leadership, grit, and heart with:

> The Coaches Award The Sportsmanship Award The Prime Program Award

Legacy Trophy

Legacy Trophy - The crown jewel. Awarded to the program that defines what PRIME is all about: heart, consistency, growth, and impact.

At the Prime All Star Finale in Fort Lauderdale, we're bringing regal energy, luxe beach vibes, and an unforgettable celebration of everything your program stands for. This isn't just a competition - it's a crowning experience

COMPETITION PRIZES AND AWARDS

THE PRIME CUP MEDALS FOR FIRST SECOND AND THIRD PLACE BANNERS CHAMPION RINGS PROGRAM AWARD LEADERSHIP

BID INFO

OPEN ACCESS – EVERYONE IS WELCOME

This is an inclusive finale event—no bid required. If you're ready to compete in a championship-level production, you're invited. But when you go the extra mile, Prime meets you with recognition.

DECLARATION DAY COMMITMENT

Declaration Day is your moment to secure your spot and lock in exclusive perks. Programs who register on October 1 will gain access to discounted pricing, early planning privileges, and premium placement consideration.

PRIME ALLIANCE PARTICIPANT RATE

Compete at any regular season Prime Alliance event and unlock access to the \$199 discounted rate for the Finale.

PRIME PROGRAM AWARD

Awarded to programs who attend a two day Prime Alliance event with at least three teams. The award will be based on the top three scores from each eligible program. The highest-scoring program wins a \$2,000 credit toward their Prime Finale registration fees.

MUST SEE - PAID BID

Earned at any Prime Alliance event during the season. Must See Bids are reserved for teams delivering unforgettable performances. Winners unlock \$0 registration fees for the Finale.

THE PATH IS YOURS

PRICING PATHWAY

ELITE PRICING

\$299

\$249

5199

\$99

\$0



participate in declaration day on Oct 1 and unlock your first discount

Attend ANY Prime Alliance regular season event to unlock this additional discounted price.

Earn a Finale Fan partial paid bid to unlock this discount. OR compete at any 3 Prime Alliance regular season events.

Win a MUST SEE Paid Bid! The ultimate prize for show-stopping teams!

Win the PRIME PROGRAM AWARD (At any twoday Prime Alliance event. Must have 3 teams attend to be eligible.) Earn \$2000 toward your Prime Program Registration fees, minimum 3 teams attending.

PRICING PATHWAY

PREP & REC PRICING

anyone can attend at this price

participate in declaration day on Oct 1 and unlock your first discount



\$149

Attend ANY Prime Alliance regular season event to unlock this additional discounted price.



\$199

Earn a Finale Fan partial paid bid to unlock this discount. OR compete at any 3 Prime Alliance regular season events.

Win a MUST SEE Paid Bid! The ultimate prize for show-stopping teams!

EVENT SCHEDULE



Friday Registration for all teams Opening Ceremonies Prep team competition



Saturday Day 1 -Competition first round



Sunday Day 2 -Competition second round Awards Championship Celebrations

FINALIZED PERFORMANCE ORDER TO BE RELEASED CLOSER TO THE EVENT. 44

HOTEL INFO

Event Location:

1950 Eisenhower Blvd, Fort Lauderdale, FL 33316, United States

OMNI FORT LAUDERDALE

Contact Us: Email: kevin@thecheerexpo.com Phone: 704-609-1111

Follow Us for Updates!

https://www.theprimealliance.com/





Join The Movement Today!

We are a community of business owners! We work together to help each other grow, gain knowledge, and provide support.



OUR PARTNERS



THANK YOU!

Dear Gym Owners, Coaches & Families,

The entire Prime Alliance team and our partners are overwhelmed with gratitude for your incredible support!

Your trust has empowered us to create extraordinary experiences for your athletes. We don't just organize competitions—we build memories, foster growth, and celebrate excellence in ways that truly matter.

What Makes Us Different:

- Athlete-Focused Excellence: Every decision we make centers on enhancing your athletes' journey
- Genuine Partnership: We're in this together, supporting your success every step of the way
- Innovation & Growth: Constantly evolving to bring fresh opportunities to the All Star community

We can't wait to see you this season and celebrate together at the Prime All Star Finale!

With deepest appreciation,

THE PRIME ALLIANCE TEAM