



Athlete/Parent Handbook

2025 – 2026 Season

All handbook rules apply to participation at the training facility and at all other venues. This includes competitions, clinics, camps and any other activity attended by the RBA athletes.

Our Program



Royalty Brand Athletics provides a safe and fun training environment for all competitive and noncompetitive athletes.

Our staff takes great pride in our ability to focus specific attention on each individual participant. RBA athletes are taught to excel in all areas of All-Star (competitive) cheer and tumbling.

We strongly believe that our success originates from the dedication and commitment of our parents and athletes. We promote social development, leadership, positive attitudes, self-esteem, healthy lifestyles, work ethic, discipline and perseverance.

Full Year All-Star Cheer

- 11.5 month commitment (Starting June and ending May of each season)
- Up to 32 members per team
- Teams practice 3 - 6 hours per week
- Compete against all-star cheer teams from across the U.S.
- Teams are set by age and skill level (USASF Guidelines)
- We start as young as three years old through eighteen years old
- Everyone that joins RBA makes a team - No cut policy
- Elite Program Uniform 6 - 8 Competitions – in person & virtual
- Opportunity to compete for a full paid bid to HersheyPark Nationals, U.S. Finals, D2 SUMMIT, The One, US Final, and ASW

Half Year All-Star Cheer

- 6 month commitment (Starting November and ending April of each season)
- Up to 32 members per team
- Teams practice 1.5 - 3 hours per week
- Non Travel - No out - of - state travel required
- Teams are set by age and skill level (USASF Guidelines)
- We start as young as 5 years old through fifteen years old
- Everyone that joins RBA makes a team - No cut policy
- Elite Program Uniform
- 2 - 3 Competitions
- 1 Showcase performance
- Opportunity to compete for a full paid bid to U.S. Finals

Team Evaluation Process

It is required for all athletes to participate in our Team Evaluation Clinic; no experience is required to participate. Our staff will conduct a skills evaluation with registered athletes only. The athletes will be taught an age/skill level appropriate dance and will receive instruction on jumps, tumbling, and stunting technique. The staff will then divide the athletes into small groups based upon age and skill level. Each group will be evaluated on the choreographed dance material and then each participant's jump and tumbling skills. Our evaluation process is very casual and fun!

We encourage all athletes to have fun and show their personalities!

Our skills assessments are completed to determine how the athlete's current skills align with the USASF Level Grid. The athlete's skills are assigned to 1 of 5 skill levels (based upon mastery of the skills). All athletes who participate in our team evaluation clinic will be placed on a summer provisional team with other athletes who have similar skill, age/maturity level and experience. These assessments will inform our decisions regarding final team placement.

2025 Team Evaluation Clinic Dates

(Full Year)

May 2025

*Detailed evaluation schedule will
be provided soon

2025**EVALUATION TUMBLE
SKILLS LIST****NOVICE**

- FORWARD ROLL
- BACKWARD ROLL
- HANDSTAND
- CARTWHEEL
- BRIDGE
- BACK BEND
- KICKOVER
- FRONT LIMBER

LEVEL 1

- ROUND OFF
- BACK WALKOVER
- FRONT WALKOVER
- WALKOVER SERIES
- WALKOVER SWITCH KICK
- CARTWHEEL BACK WALKOVER
- VALDEZ
- BACK EXTENSION ROLL
- HANDSTAND ROLL

LEVEL 2

- BACK WALKOVER BHS
- BHS STEP OUT BACK WALKOVER
- CARTWHEEL BHS SERIES
- ROUND OFF BHS SERIES
- FRONT WALKOVER ROUND OFF -BHS
- VALDEZ - BHS
- BACK EXTENSION ROLL - BHS

LEVEL 3

- BACK HANDSPRING SERIES
- JUMP BHS SERIES
- ROUND OFF TUCK
- ROUND OFF BHS TUCK
- FRONT WALKOVER ROUND OFF TUCK
- AERIAL

LEVEL 4

- STANDING TUCK
- BHS SERIES TUCK
- BACK WALKOVER TUCK
- JUMP BHS TUCK
- ROUND OFF BHS LAYOUT
- AERIAL BACK TUCK

2025**EVALUATION STUNT
SKILLS LIST****LEVEL 1**

- SWITCH UP TO LIB
- 1/4 UP (TWO FEET)
- PREP TIC TOC (BODY POSITION)
- STRAIGHT CRADLE (FROM PREP)

LEVEL 2

- 1/2 UP TO EXTENSION (TWO FEET)
- INVERSION 1/2 UP PREP (LIB)
- WAIST TO PREP TIC TOC (BODY POSITION)
- BASKET TOSS - STRAIGHT RIDE

LEVEL 3

- 1/2 UP TO EXTENSION (BODY POSITION)
- FULL UP TO EXTENSION (TWO FEET)
- SWITCH UP TO PREP (BODY POSITION)
- FULL TWIST SUSPENDED FORWARD ROLL
- BASKET/CRADLE - FULL DOWN

LEVEL 4

- PREP TO EXTENSION TIC TOC (BODY POSITION)
- 1.5 UP EXTENSION (TWO FEET)
- HIGH TO LOW TIC TOC
- BASKET TOSS - KICK FULL AND DOUBLE DOWN

What does it take?

Being on a competitive cheerleading team is not easy. It takes a lot of hard work, sweat, and sometimes bumps, bruises and tears. It requires dedication from all team members to get to a national level. The expectations are high, but obtainable. Each team member is expected to give it their all in every aspect of the program. Mandatory practice and participation in tumbling classes is required. Everyone on the team has a role to play and the commitment to the team is very important. While the schedule may be demanding, athletes end the season with a true sense of teamwork and feelings of achievement.

COSTS & TIME COMMITMENTS

Competitive cheerleading, while not as costly as some youth activities, can still be an expensive sport. Please carefully consider the financial commitment involved. At RBA, we are as up-front with our costs as possible to avoid unexpected expenses throughout the season.

All tuition payments are due on the 1st of the month. If payment is received after the 5th of the month, a \$10 late fee will be added to your tuition. If payment, with the \$10 late fee, is not made by the 10th of the month, the cheerleader will not be allowed to practice until payment has been made.

UNIFORM

Uniform fee: Includes
Top + Bottom + Liner +
Bow

Athletes will be required to purchase the mandatory practice set, warm-up set and cheer bag as well.

Uniform fittings will take place in
*August and we anticipate uniform
delivery to be in *October.

Parents are responsible for purchasing
cheer shoes and briefs (if needed),
these items are not included in the
uniform fee.

Cheer shoes should only be worn to
practice and competitions so they will
hold up for the entire season.

Uniforms must be worn at all times
during shows and competitions.

COMPETITIONS

*Competition fees are split up into 5 installments.

Our registered athletes may not compete as a member at another all-star cheer gym. Competitions are not optional and all team members are required to participate in every competition. Out of town competitions will require travel which parents will be responsible for their own travel arrangements and cost. If a parent is unable to attend an event, they must make arrangements with other parents for transportation, and accommodations to ensure their athlete makes it to the event.

SUMMER TRAINING CAMP

It is encouraged that all athletes attend the RBA Summer Training Camp.

Summer camp will be held in June.

Our goal is to condition our athletes and build them as a team during the summer training.

All athletes will train to master the following competitive areas; Jumps, Tumble, Stunts, and Dance/Performance.

Athletes who miss summer training camp will be significantly behind other athletes.

TEAM CHOREOGRAPHY CAMP

It is mandatory for all RBA Athletes to attend their team choreography camp.

Team Choreography Camp will provide RBA athletes with the appropriate competition material for the 2025 - 2026 Season. Athletes who miss choreography camp will be significantly behind other athletes.

There is a fee for team choreography and music. Camp is facilitated by coaches and guest professional choreographers.

FUNDRAISING

Fundraising will help to offset some or all of the costs incurred as a member of the program. We strongly encourage you to participate in various fundraising events throughout the year. We will have a Parent Booster Club to coordinate the fundraising activities throughout the year. With effort and organization fundraising can go a long way to help cover the cost of your athlete. All fundraising can be applied directly towards your tuition or other fees. We will also host program fundraisers to help with gym needs.

ATHLETE COMMITMENT

Cheerleading is a sport that requires total commitment from the athlete. This year round commitment to the team must be taken very seriously. It is important that all team members attend all scheduled practices and competitions. This requires time management skills and involvement in other activities will need to be arranged around team practice schedules and competition dates. One member missing practice results in a poor practice for the rest of the team. It is also very important to arrive on time to all practices so that the team is able to warm up and get stretched so we can begin practice on time and as a team.

ALL STAR TIME DEMANDS

The average time an all star cheerleader will spend in the gym will be approximately 2-8 hours. We do support school and religious required events first; however, missing a practice because of other reasons is not acceptable (this includes homework, family trips, and other recreational activities).

FULL SEASON OBLIGATION

We ask for a seasonal commitment from each athlete (and family). Our season runs from June until the following May; If for some unfortunate reason, you do not complete your obligation, you will not be refunded any tuition, money spent on fees, fundraising monies, etc.

ATTENDANCE



If you are in town you need to be at practice unless approved otherwise prior to missing practice. Attendance is critical to team success and any time a cheerleader is absent for any reason it directly impacts the rest of the team being able to practice effectively. Excused absences are considered Doctor excused illness or injury, pre-planned family vacation, or family emergency – while we do understand these types of absences will happen, any cheerleader with an excessive amount of absences or reliability concerns will be discussed and their spot on the team can be in jeopardy. Any situations that regard attendance or absence will need to be presented to the coaches far in advance. Please report any upcoming excused absences to your coach at least 2 weeks prior to the absences. Missing practice for any reason within 2 weeks prior to a competition will jeopardize your spot in the routine for that competition.

ATTENDANCE



Being late to practice or leaving early is also very damaging to the team practices. The first two tardies or leaving practice early will be a warning, after the third, it will be considered an unexcused absence. If you are injured (fever, contagious illness, vomiting excluded), you are still expected to attend practice so you may see any and all changes that affect the team choreography. In addition, you must provide a doctor's note with detailed information regarding any illness or injury that will prohibit an athlete from participating or attending. If an athlete has a school function that results in a grade or has a required school event, this will be excused. Social events and non-school functions/activities are unexcused.

PRACTICES

For liability reasons, we cannot have parents or siblings in the training areas at any time unless at the request of a coach. If you need to speak with a coach, please leave a message with the site rep, or email them. The coach's responsibility during scheduled practice time is to the team. The coach can best address your questions or concerns outside of the normal practice and competition times. For the safety of the cheerleaders, parents should refrain from distracting them at any time.

Your cooperation is greatly appreciated to ensure the safety of all the cheerleaders. Please be on time and prepared for practices. Hair must be in a high pony, practice bow in, wearing appropriate clothing, and cheer shoes on. No jewelry, no gum & no phones are allowed in the training area.

Cheerleaders are not allowed to be dropped off at the gym earlier than 15 minutes prior to the start of practice. If your child is dropped off prior to that, parents will be asked to wait with their child until 15 minutes before time. Also, please pick your child up promptly at the end of practice. Please arrive 15 minutes before practice ends. If it becomes a problem with not picking your child up on time or dropping them off too early, you will be asked to stay for your child's whole practice each night.

COMMUNICATION & MISC INFORMATION

Please check-in with your designated Team Coach to make sure you are not missing any information being sent out.

Team coaches and staff will be communicating with you regularly with details on upcoming events, planning for competition, and any general coaches or gym information.

It is extremely important that our records be kept current. Please update online any changes to your address, email address, telephone number(s), and/or medical information for the cheerleader. All routines/choreography including cheers, dances, stunts, transitions, and tumbling should be highly protected and shall not be shown or discussed with other teams. RBA choreography should not be taught or copied to anyone without the consent of RBA.

Only Latizzia Brown can approve the use of the RBA name and logo and anything created without our approval will not be acceptable and cannot be used.

CAN I CHEER ON THE SCHOOL CHEER TEAM AND STILL DO ALL-STAR CHEERLEADING?

Yes! School cheer is a great avenue for learning how to truly cheer for a team and lead school spirit. We work to support our kids doing both as much as possible. There are times when All Star competitions and practices must be a priority. We want to be balanced and will work our schedules as much as possible not to conflict with school cheer.

Communication is key!

OUR ALL-STAR RULES AND REGULATIONS

Parents and cheerleaders should remember to be respectful and courteous to others at all times. A positive attitude and good sportsmanship are integral parts of the All Star Cheer program. The behaviors below as well as all others mentioned in this handbook encourage teamwork and must be followed. Members may be reviewed for any infractions of rules listed in this handbook or posted in the gym.

OUR ALL STAR RULES AND REGULATIONS

1. Social Media – comments regarding RBA, team members, other gyms, etc... should be made only in a positive fashion. NO NEGATIVE COMMENTS! If you see inappropriate comments at any time please report them to our RBA Management immediately and do not respond to them.
2. No gossip about our team or any other team or gyms (school or all-star)
3. Challenging the authority of the coach or person in charge, by student or parent, will be automatic dismissal from the team.
4. Abusive behavior, lying or any other negative form of behavior is ground for dismissal.

OUR ALL STAR RULES AND REGULATIONS

5. Each member will follow all rules and guidelines given by the coach or person in charge.

6. Any negative behavior towards an RBA member or to another gym will result in dismissal from the team.

7. Be respectful of the facility and always take care when using equipment and pick up after yourself in all areas of the facility. Set an example to others by being respectful at all times.

8. No profanity or abusive language.

OUR ALL STAR RULES AND REGULATIONS

LEADERSHIP

1. Each athlete must be aware that no person has a right to be on the team, it is a privilege.
2. Each athlete and parent must be aware of the responsibilities required & the commitment he or she is making to the team.
3. Each athlete must be willing to cooperate with and be helpful to the coach or any person in charge.
4. Each athlete must realize the manner in which they conduct themselves while representing RBA directly reflects on the entire team and coaches.
5. Each athlete will be willing to work hard, take directions, and strive for excellence.

ATHLETE/PARENT EXPECTATIONS

1. Athletes will set and maintain the highest examples of behavior.
2. ATHLETES WILL BE ON TIME TO ALL ACTIVITIES!
3. Athletes will do everything in their power to achieve personal and squad goals.
4. Each athlete/parent is responsible for finding out any missed information.

PARENTAL OBLIGATIONS

1. Make sure your son/daughter is on time and attends all practices and events.
2. Parents are to inform the coaches if the athlete is to be late or absent from practice.
3. Parents need to check Band App or email frequently for any new team information.
4. Please do not send messages of important information through someone else.
5. Parents are to fulfill any financial obligations on time

PARENTAL OBLIGATIONS

6. Parents are to encourage and support your child to be the best they can be.

7. Any negative behavior or communication towards an RBA athlete, the RBA training facility, RBA staff member, or to another gym, via any medium, will result in dismissal from the team.

Athlete please make sure you are ready for this!

This sport requires a lot of dedication, support, cooperation, hard work, and team unity.

If you answer No to any of the following questions, please re-evaluate your decision to join our All Star Cheer Program and make sure you will be able to fulfill your commitment.

1. Can you dedicate 100% effort at practices & competitions as required?
2. Will you be able to travel to all cheer competitions?
3. Are you a team player?
4. Are you able to meet the financial obligations for cheer functions?
5. Can you handle constructive criticism without being negative towards coaches?
6. Can you always demonstrate good sportsmanship?
7. Are you willing to help a fellow squad member when needed and show them respect?

If you have answered yes to the above questions, then we welcome you to our team. We look forward to helping you be the best you can be and achieve success from your hard work.

~ Royalty Brand Athletics

We have Travel and Non-Travel Teams!

To ensure no kid gets turned away due to financial obligations we now have more affordable options for everyone!

Non-Travel Team - There will be no out of state travel requirement. Athletes will compete locally and surrounding cities such as VA Beach and Richmond. *Half Year Divisions are Non-Travel teams.

Travel Team - Athletes will compete regionally and at out of state competitions such as North Carolina, Maryland, Pennsylvania and Florida. Parents are responsible for their athlete's travel arrangements to and from the events. Hotel block reservations will be arranged for parents for out of state competitions.

How to stay active

To ensure our athletes can continue to strive, blossom and gain/master more skills we offer weekly instructional classes. This allows us to provide consistent training for our athletes in addition to their team practices. Here's what we offer;

- Tiny Tumble (Ages 3 - 5)
- Wonder Walkovers (Ages 6 and up)
- Happy Handsprings (Ages 6 and up)
- Terrific Tucks (Ages 6 and up)
- Lavish Layouts (Ages 7 and up)
- Fierce Flight (Age 6 and up)
- Open Dance (Hiphop/Majorette) - Coming soon
- 1 on 1 Private lesson

*Class registration is completed online.

Have questions?

Contact us!

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