

2018-2019

DESERT STORM ELITE



Half-Year Prep Team Placement Packet



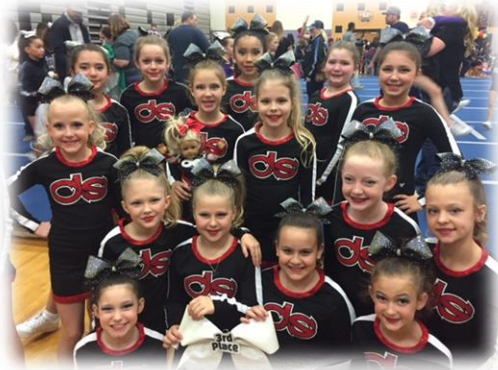
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 Desertstormelite |  @desertstormelite_official |  twitter.com/dse_cheer

www.desertstormelite.com

Welcome to Desert Storm Elite!

Desert Storm, Arizona's original leader, is one of the largest All Star, Prep, High School & Middle School training gyms in the state! We hold more State, Regional, National, International, and WORLD TITLES than anyone else in Arizona! Our size means that we have more opportunities for your cheerleader(s) and a team for every age and ability. We host team's level 1-6 and an incredible Special Needs Team. Although we are a large gym, it still has that "home away from home" feeling. Our main goal is to create an environment where athletes learn the values of commitment, teamwork, and time management, character traits that will stick with them beyond what they learn in the gym. This guide is for reference only, and not to be construed as an offer or contract.



About Our Gym

Desert Storm has been around since 2002, and recently established our very own facility that occupies 15,000+ square feet, with three cheer floors! In addition to our multiple All-Star cheerleading teams, we also house multiple Half-Year Prep teams, High School and Middle Schools, tumbling classes, partner stunting classes, stretch classes, camps/clinics and more!

We welcome you and trust that your time spent with our program will be both enjoyable and memorable. Our facility and staff are committed to providing the best opportunities for your children where they can learn and compete in the most positive of environments. Through involvement in our program, we expect our cheerleaders to make GREAT EFFORTS, to have FUN and to EXCEL in this incredible sport. Desert Storm is dedicated to helping your child reach the highest level of their abilities.

About Our Half-Year Prep Program

Thank you for your interest in joining Desert Storm Elite's Half-Year Prep program! This program is designed to teach your athlete(s) the basics of cheerleading, including tumbling, stunting, jumping, dance and motions. In addition, they will learn determination, teamwork, and commitment. There will be some challenging days, but more importantly, we will have fun! Half-Year Prep cheer teams are similar to All-Star teams, but Prep teams have a smaller financial cost as well as commitment level. We encourage our Prep athletes to enroll in a weekly tumbling class, for a discounted rate, but it is not required.



Join Us For Team Placements!

Team Placements take place in a positive, fun, team environment and participants will be grouped with similar aged peers. Our objective is to make cheerleaders feel empowered to perform at their best and give them the opportunity to display their talents so they can be placed on an appropriate team where their skill level is met.

Please see dates below for upcoming clinics, team placements and fittings.

<u>Description</u>	<u>Date</u>	<u>Time</u>
Free Clinic	Saturday, August 11	1:00 – 2:30pm
Team Placements #1	Saturday, August 18	9:00 – 11:00am
Team Placements #2	Saturday, August 25	9:00 – 11:00am
Practice Begins	Saturday, Sept. 8	<i>Based on Team</i>
Competition Uniform Fitting	August 18 & August 25	9:00 – 11:00am

Team Placement Checklist: Due the day of Team Evaluations

- Copy of Birth Certificate (attach a 2x3 photo to certificate)
- Team Placement fee: **\$20** (cash, card or check – made out to Desert Storm Elite)
- Completed Online Registration, and online enrollment in Prep Team Placement.

What to Wear

Please wear an all-black sports bra or tank and spankies or shorts, with hair in a high pony-tail (or pulled back out of the face for shorter hair) and a bow. For new cheerleaders, please be sure to wear closed toed shoes.



How to Register

Desert Storm uses an online portal to manage all class registration as well as to sign all legal liability and financial commitments and billing information. To enroll in team placements, follow the simple steps below:

1. All new and returning customers - Go to www.DesertStormElite.com
2. Click on the banner bar where it says "sign up". Create your account.
 - a. If you've already created an account there's a link that says "[Already a customer? Click here to login](#)"
3. Chose Classes and events from the menu at the top.
4. Then click "Find Classes"
5. Choose **EITHER** the "**2018-2019 Half-Year Prep Team Placement 18th**" or "**2018-2019 Half-Year Prep Team Placement 25th**"
6. Click add to cart.
7. Select your student(s)
8. Click add.
9. Click Check out now.
10. Click accept fees and enroll my students (\$20 per student).
11. That's it! We will see you on the 18th or the 25th at Team Placements.
12. You will receive an email confirmation of your enrollment.

Team Placement Notification

The parent or legal guardian who's email(s) are provided on the website during the registration process will be notified via email the evening of Monday, August 27th with their new team placement and practice schedule. If you do not receive an email, you may contact us on Tuesday, August 28th @ 480-391-0164. Sometimes SPAM blockers will prevent an email from being delivered. It is our intention that everyone who attends Team Placements will be placed on a team.

Program Costs

Tuition

All members are required to pay an Annual Registration Fee of \$62, which covers the entire cheerleading season, from August 2018 – March 2019. Tuition is divided into 7 payment and paid on the first of each month, for each athlete.

- Tiny Prep: \$728 can be paid in 7 installments of \$104 per month
- Mini Prep: \$920 can be paid in 7 installments of \$131.50 per month (March \$131)
- Youth Prep: \$920 can be paid in 7 installments of \$131.50 per month (March \$131)
- Junior/Senior Prep: \$920 can be paid in 7 installments of \$131.50 per month (March \$131)

Competition Package Fees

Competition package fees are based on the number of competitions the teams attend. All Half-Year Prep teams will attend 4 local competitions around the Valley.

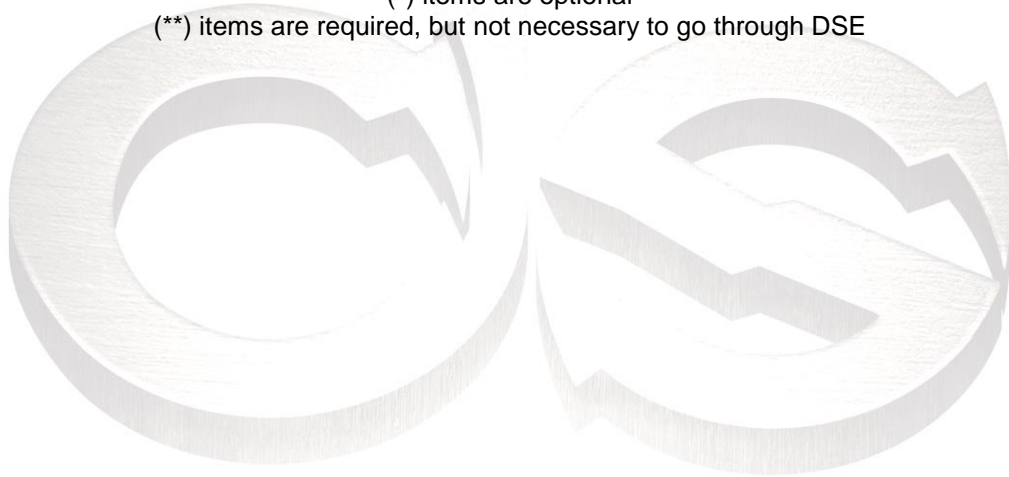
- USASF Registration fee: \$30 (applies to every athlete)
- All Levels Prep Teams Competition Fees \$334. This will be split up into 2 monthly installments.

Other Fees:

- Choreography + Music: \$180
- Practice Clothes (Girls): \$93 (includes 1 practice outfit + practice bow)
- Practice Clothes (Boys): \$28 top only
- Girl's Competition Uniform including Competition Bow: \$210
- Boy's Uniform: \$190
- *Warm-up Jacket and Pants: \$205 (girls)
- *Warm-up Jacket only \$100 (boys)
- *DS Backpack: \$85
- **Cheer shoes: \$51-\$85 – order online at www.desertstormelite.com under the 'Forms flyers and downloads' tab

(*) items are optional

(**) items are required, but not necessary to go through DSE



Saving Opportunities

Referrals

It is a great honor to know that you believe in our program enough to recommend it to someone else. As our way of thanking you for your referral to our Scottsdale gym, Desert Storm Elite is offering a \$95 tuition discount for each *qualifying referral, and the best part about our Referral Program is that there is no limit to the number of referrals you can make!

Here's how it works: for each qualifying All Star Prep Team referral, you will receive a single discount of \$95 off your tuition starting from the end of the season and working backwards. So, the more referrals you bring, the more opportunities you have to save money.

**Please contact our accountant, Sandi, if you have any questions...
accountant@desertstormelite.com**

The 2018-2019 referral form is available on our website

FAQ's

WHEN DOES THE PROGRAM START AND END?

The Half-Year Prep cheer season at Desert Storm begins at the end of September 8, 2018 and ends March 31, 2019

WHAT IF I CAN'T MAKE IT TO TEAM PLACEMENTS?

If you are unable to attend our scheduled team placements, you can call the front desk, 480-391-0164, and speak with our receptionist and/or Half-Year Prep Director, to see what team would be the best fit for your athlete.

WHEN IS THE GYM CLOSED?

- Labor Day Weekend, September 1-3, 2018
- Halloween, October 31, 2018
- Thanksgiving Break, November 21-25, 2018
- Holiday Break, December 21, 2018 - January 5, 2019 **HOWEVER PREP WILL RESUME PRACTICES ON JANUARY 5.**

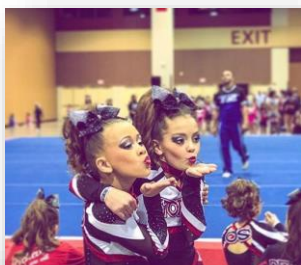
OTHER IMPORTANT DATES (exact dates are TBD)

- Choreography, November/December
- Team Pictures, TBD

WHAT IF I AM GOING TO MISS A PRACTICE? HOW DO I LET THE COACHES KNOW?

Either call your coach directly, call the Desert Storm Front Desk main number 480-391-0164, or email the receptionist: receptionist@DesertStormElite.com Missing Practices is extremely discouraged, due to the fact that the team only meets once per week. If you are absent multiple times, you may be removed from the team, and no refunds will be given. This is a TEAM SPORT, and we cannot practice without a full team.

Testimonials

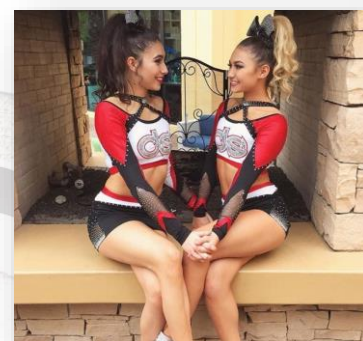


“Our first season at Storm was more than we could have ever hoped for. Under the guidance and constant encouragement of Coach Matt, we watched our athlete grow in tumbling, technique, performance and leadership skills. Coach Matt’s expectations were high but they were always balanced with realistic goals that kept the girls working together to better themselves as a team.”
– Amanda Bowser, Jr. 3 parent



“Cheerleading is a temporary activity in my daughter’s life, but the lessons she is learning will be with her forever. I am so blessed to have her in a program that is teaching her not just how to be an amazing athlete, but helping her learn to be an amazing person!” – Vicki Doyle, Sr. 4 parent

“Over the last 2 years Desert Storm has become our second home and I couldn’t be happier! DS is a positive, encouraging environment that produces amazing athletes, and helps develop strong, independent, determined, confident individuals. My daughter not only respects Eric and the entire coaching staff, but she fully trusts their decisions and expectations of her, as a parent that’s all I can ask for!! It is truly an incredible environment and I’m grateful my daughter has the opportunity to be part of such a well-known, well respected, classy family!” -



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Molly Carrasco, Jr. 3 parent

“My son and daughter have grown in both skill and self-esteem as a result of the positive and professional coaching they’ve received at Desert Storm Elite. In addition to the extensive awards earned on the mat, Storm provides a safe and positive atmosphere where the athletes can grow as both cheerleaders and individuals. We are thankful for both the athleticism and the character instilled in our children through the leadership team at Storm.”



-Melissa Geiselhofer, Sr. 5c parent

Prep Team Competition Schedule

Date	Competition	Teams
Sat. Jan. 19 th	WSF	All All-Star Teams Prep Teams
Sat. Feb. 9 th	JAMFEST	All All-Star Teams Prep Teams
Sat. March 9	Aloha	All All-Star Teams Prep Teams
Sat. March 30	Cheersport	All All-Star Teams Prep Teams

This schedule is subject to change depending on the event producer.





Desert Storm Elite 2018-2019 Half Year Prep Teams FAQ Revised 08/16/18

This informational sheet is not intended to act as a contract or replace any of the information listed on the DS online membership agreement through the parent portal.

When does the program start and end? Practices begin on September 8, 2018. The program ends March 31, 2019 (based on when the last competition takes place.) Due to custom uniform order time as well as ample athlete training time, we will stop accepting registration for new athletes on November 6.

When are Team Placements and what is entailed with them? Cheerleaders should attend a team placement day on either Aug 18 or 25. If you cannot attend a Team Placement, the athlete will be evaluated during a regularly schedule practice. Sign up on the website homepage and select a 2018-2019 Half year Prep Team Placement class. Team Placements give our coaching staff an opportunity to evaluate the athlete's ability and have them placed on the proper team. These take place in a fun, non-intimidating group setting.

Does my child have to attend every practice? Yes. There are many advantages to cheerleading and team sports. Students learn to rely on each other for everything from holding up the pyramid to supporting each other when learning new skills. If too many practices are missed the student may be removed from the team. For that same reason, absences during Spring Break are not excused. **Also realize there may be extra practices (usually on Friday nights) before competitions which will be mandatory to attend.**

How much does it cost/What is the payment schedule?

Date Due	Amount	Description
Team Placement Fee	\$20	Due upon evaluation – everyone makes a team.
September 9	\$223.50 +\$93 or \$28	\$131.50 Tuition + \$62 Annual Registration Fee + \$30 USASF Fee, +Practice Outfit (F=\$93 top/bottom/bow, M=\$28 top only)
October 1	\$131.50 + 210	\$131.50 Tuition + \$210 Competition Uniform/Bow (\$190 Boys)
November 1	\$131.50 + 180	\$131.50 Tuition + \$180 Choreography/Music
December 1	\$131.50 + 167	\$131.50 Tuition + ½ Competition Package Fee
January 1	\$131.50 + 167	\$131.50 Tuition + ½ Competition Package Fee
February 1	\$131.50	\$131.50 Tuition
March 1	\$131	\$131 Tuition

When are the competitions?/What is the Competition Package Fee? The dates and participation are subject to change based on the competition company's schedule. See Competition Schedule listed on the Desert Storm website under "forms" tab. Competition Package Fees cover the cost for the team to compete at the competitions. **Cheerleaders must attend all competitions.**

What is entailed for the competitions? Competition companies do not release the performance schedules until the week before the event. Most events run from 8am – 7pm. Your child will be required to attend the event a minimum of 2-3 hours prior to performance time in order to attend scheduled warm-up and practice times. Specific check-in times are emailed around 5 days prior to the event.

Are there penalties for my child quitting?

We want every team to perform at their fullest potential and a commitment from each member through March 31, 2019 is required for that to occur. No refund of team fees (including choreography, uniform, tuition, USASF fee and competition package) will be given at any time. Please refer to the online contract for details.

More Questions? Contact the office at (480) 391-0164 if you have any additional questions.