



SIDELINE SESSIONS

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Cheer Academy believes that the sport of cheerleading inspires confidence, builds lifelong

friendships, and empowers the next generation of leaders.

Founded intentionally for youth cheer programs, Cheer Academy was born out of the desire to redefine the culture behind youth rec cheer, and provide dynamic youth cheerleading camps and clinics that rivaled high school experiences of the same yet built around age-friendly activities and material.

Formed by two longtime youth cheerleading directors, Cheer Academy offers innovative camps and clinics, as well as culture-centered certifications for youth cheer organizations that set a new standard of connection among coaches and athletes.

READY. SET. SIDELINE!





SESSION AGENDA

Cheer Academy Sideline Sessions are the perfect kick-off to your sideline season! Whether your athletes are new or returning, our instructional sessions teach new sideline material to add to your game day roster, sharpen technique, and prepare your program for a high-energy, sideline-ready season.

Led by our inspirational collegiate-level cheer staff, each session is packed with skill building, creativity, and fun – from fresh material to exciting challenges – to ensure that squads feel confident, connected, and motivated to shine.

Take the pressure off your coaches and let Cheer Academy encourage and empower your youth athletes to grow, create, and lead bigger and bolder than ever to start your season strong!



Every squad is unique – your Cheer Academy Sideline Session should be, too. Mix-and-match the focus areas that best prepare your athletes for the season ahead and we'll build your custom session for a two hour personalized team experience.



Cheers & Chants

Chants - 15 minutes each
maximum of 4 chants

Cheers - 20 minutes each
maximum of 3 cheers

For your colors & mascot!

Spirit Dance

Dance - original Cheer Academy sideline song,
Clock It

30 or 60 minutes of instruction depending on age groups (3rd-8th only)

Stunt School

Stunting - Coaches set the level; athletes must demonstrate solid stunts to progress during session

30 or 60 minutes of instruction

Back to Basics

Technique - Motions, muscle engagement, vocal projection, spirit, sideline etiquette

30 minutes of instruction

Cheer Academy Sideline Sessions can be extended to three hours to accommodate even more new material and hands-on training. *Clock It* is not suitable for grades 1-2 and Spirit Dance for that age group will be altered appropriately.



SESSION SET UP

1

Whether a weekend or weekday evening, you choose the date and time and we'll lock it in.

2

You provide the facility and the mats (if needed) and we bring the rest! Cheer staff, speakers, and all new material.

3

Share your session selections so we can build a custom session based on what you want for your squads.

Let's Go!

We require 50% of the minimum session fee to hold your date. The remaining balance of the session fee + additional athletes is due 48 hours before your session.



Cheer Academy Sideline Sessions are open to youth cheer programs in the categories of town sports, non-profit or private rec organizations, and middle school modified teams. Grades 1st through 8th only.

Session cost is \$500 for two hours up to 25 athletes and \$20 per each additional athlete, or \$750 for three hours up to 25 athletes and \$30 each additional athlete.

Multiple sessions may be required depending on number and ages of athletes in order to keep material age-appropriate and meet staff per athlete ratio requirements

Sessions include:

- Video tutorials of learned cheer(s), chant(s), and spirit dance.
- Music file for spirit dance
- FREE Cheer Academy Certification for your organization (value \$25)
- All the perks of a Cheer Academy Certification!



SIDELINE SESSIONS PRICING & PERKS

THE CHEER ACADEMY DIFFERENCE

Cheer Academy prides itself on its empowering approach to recreational youth cheerleading. From our trademark cheer lingo to our L.I.F.T. training method, Cheer Academy provides safe, modern cheer training that strengthens skills, builds confidence, creates connection, and celebrates spirit.

Snapolades | finger snaps (our version of applause!) to show accolades for teamwork and effort.

L.I.F.T. | Look, Include, give Feedback, say Thank You! Coaches notice and engage all athletes, support with guidance, and show appreciation for their effort.

Core Four | we encourage four internal tools to conquer a challenging moment: energy, attitude, teamwork, spirit.

WHAT'S IN YOUR TECHNIQUE TOOLBOX?

We empower
youth cheerleaders
to use their tools!





Cheer Academy staff set the standard for excellence in youth cheerleading through expert instruction, intentional leadership, and genuine passion for developing young athletes.

Comprised of highly skilled cheerleaders from colleges across the country, Cheer Academy staff are trained to lead with confidence, positivity, and purpose. Their hands-on instruction emphasizes safety, strong foundations, and proper skill progressions while inspiring creativity, athleticism, and self-belief.

All Cheer Academy staff hold USA Cheer safety certifications, Cheer Academy Certifications, and have completed training on athlete protection and injury awareness, including CDC's Heads Up Concussion Training.

More than instructors, Cheer Academy staff serve as motivating mentors and role models to empower the youth cheerleaders at our Sideline Sessions to grow as performers, leaders, and athletes.

CHEER ACADEMY
STAFF

Book your Sideline Session!

Email Cheer Academy to get started.



LEADERSHIP IN *MOTION*



MYCHEERACADEMY



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