



# ***SBPAL VIKINGS CHEER***

Director: Jenn House [sbvikingscheer21@gmail.com](mailto:sbvikingscheer21@gmail.com)

Assistant Director: Sandra Schreyer [presbyschreyer@gmail.com](mailto:presbyschreyer@gmail.com)

**Hello Cheer families!**

It is time for us to get ready for the 2025 Cheer season, and we have a lot in store! Once again this year, we will be offering competitive cheer for ages 5-12 (and limited availability for 13-year-olds), and game day (non-competitive) cheer for ages 3-7. Information on each program is detailed below.

## **TEAM SPORTSMANSHIP EXPECTATIONS:**

- All cheerleaders, from our youngest Junior Tiny Mite through our oldest PeeWee, are South Brunswick Vikings. We are all a part of the **same team**. As such, all athletes, coaches, parents, and spectators, are expected to:
  - Act respectfully towards each other, your coaches, football players and coaches, fans, and opposing teams and their coaches and fans, referees, judges, and officials.
  - **UNDER NO CIRCUMSTANCES will bullying, harassment, teasing, intimidation, name-calling, fighting, or any other lack of respect be tolerated. Any of these are grounds for suspension and/or expulsion from the team.**

## **NON-COMPETITIVE CHEER FOR AGES 3-7:**

- All children ages 3-7 are welcome! Children must be at least 3 years old and no older than age 7 by July 31, 2025. There are NO EXCEPTIONS, and proof of age MUST be submitted to Pop Warner.
- There are NO try-outs or cuts. All registered children will participate.
- Athletes will be placed on an appropriate squad based on their birthdate.
- **Fees:**
  - Registration: **\$125 per athlete.**
    - Includes: registration fee, insurance, game day and pink bows, 2025 team shirt, awards banquet entry for athlete
  - Game day uniform deposit: **\$100 per athlete.**
    - This is a 100% refundable fee to be returned when your game day uniform is returned on time, and in excellent condition. You are responsible for any loss or damage to the uniform. Game day uniforms are the property of SBPAL and may not be altered in any way.
- **Required items you must provide for your athlete:**
  - White athletic sneakers
  - White ankle or no-show socks
  - Black, fitted, long sleeve tech shirt
  - Black cheer briefs/tumble shorts
  - Black leggings
- **Practices:**
  - Practices will be 1x/week, on a weeknight. Practices typically do not start before 5:30 pm. Practices will be 45 minutes to 1 hour for our youngest participants (ages 3-4), and 1.5 hours for ages 5-7. Once facility use is finalized, the schedule will be provided.



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- A parent/guardian or authorized pick-up person should remain at outdoor practices in the event that weather causes us to end early. Cheerleaders should be dropped off to indoor practices. Cheerleaders must have an adult to pick them up **promptly** at the end of practice.
- Cheerleaders should come prepared to practice by:
  - being sure to dress appropriately in workout attire or practice uniform, socks and sneakers, with long hair pulled back.
  - bringing water!
  - NOT bringing anything not needed for practice, like toys.
  - keeping cell phones away during practice time.
  - NOT doing any stunts or tumbling unless told to do so by their coaches.
  - coming with a positive attitude, ready to work hard, listen to their coaches, and help their teammates!
- **Football games:**
  - Games typically start after Labor Day weekend and are usually on Sundays. There are 8 games in the regular season, 4 home (played at Rowland Park) and 4 away. The post-season can extend into November.
  - Cheerleaders are expected to arrive 30 minutes before the scheduled game time to warm up, and to cheer for their football team throughout the entire game. The game schedule is TBD by the Central Jersey Pop Warner league. The website is [cjpwc.org](http://cjpwc.org).
    - Cheerleaders aged 3-4 will cheer at HOME GAMES ONLY (held at Rowland Park). They may leave after halftime if you desire.
- **SBPAL Showcase/Picture Night:** All cheerleaders participate in picture night and perform in our Showcase. The tentative date is **October 3**.
- **Pop Warner Night:** All cheerleaders ages 5 and up participate in this FUN and EXCITING night at a South Brunswick HS football game! The cheerleaders welcome the players onto the field, and then cheer on the sideline with the High School Cheer and Dance teams during the first half of the game. *Date TBD.*
- **Cheer Awards Gala:** All cheerleaders and their families are invited to attend the Awards Gala on Sunday, January 18, 2026, to be held at Pierre's.

## **COMPETITIVE CHEER FOR AGES 5-12:**

- All children ages 5-12 are welcome! Children must be at least 5 years old and no older than age 12 by July 31, 2024. There are NO EXCEPTIONS, and proof of age MUST be submitted to Pop Warner.
- There are NO try-outs or cuts. However, coaches will evaluate athletes' skill levels to ensure they are placed in the appropriate squad, particularly when there is age overlap across multiple squads.
- Athletes will be placed on an appropriate squad based on their birthdate and skill level. Coaches' and director's decisions are final.
- **NEW! Level 2 team only:** Athlete placement on the Level 2 team will be determined based on skill assessments at the coaches' discretion. **Only athletes between the ages of 10 and 13 who demonstrate the ability to perform Level 2 skills safely will be placed on the Level 2 team.** The Level 2 team will be the ONLY team available to athletes who are 13 years old as of July 31, 2025. If a



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13-year-old does not meet the required skill level for a Level 2 team, unfortunately, we will not be able to offer a team for that age group.

### **COMMITMENT:**

- Athletes who register for this program are committing to the full practice schedule, stunt clinic, games, showcase, competitions, and any other events deemed necessary by the coaches (such as additional clinics or practices).
- **ALL practices and competitions are mandatory.**
- In August, practices will be 2-3 times a week for ages 5-7, and 3-4 times a week for ages 8-12. After Labor Day, practices will be 2-3 times a week for ages 5-7, and 3 times a week for ages 8-12. The practice schedule is TBD based on facility availability.
- **PLEASE NOTE:** While we do our best to keep a consistent practice schedule, there are circumstances beyond our control, especially regarding facility availability. There are times when we cannot access the schools, fields, and/or Woodlot due to other events, and dates and/or locations, may need to change. We will make these changes and notify families as we become aware of these situations, and are able to make alternate arrangements.
- Football games typically start after Labor Day weekend and are usually on Sundays. Typically, Tiny Mite and Mitey Mite squads cheer at football games. Cheerleaders are expected to arrive before the scheduled game time to warm up, and to cheer for their football team throughout the entire game. The game schedule is TBD by the Central Jersey Pop Warner league. The website is [cjpwc.org](http://cjpwc.org).

### **PRACTICES:**

- Athletes are expected to be **ON TIME** to **ALL** practices. Please notify your coaches via TeamSnap if you are running late.
- Athletes are expected to attend **ALL** practices.
- **Outdoor practices:** A parent/guardian or authorized pick-up person should remain at outdoor practices if the weather causes us to end early. Parents, guardians, and other unrostered individuals are **NOT PERMITTED** on the practice fields during practices.
- **Indoor practices:** Cheerleaders should be dropped off at indoor practices. Please be advised that parents, guardians, siblings, and other unrostered individuals are **NOT PERMITTED** in the gyms during practice sessions. This policy helps maintain a focused environment for all participants, and ensures the safety and organization of our activities. Cheerleaders must have an adult to pick them up **promptly** at the end of practice.
- Cheerleaders should come prepared to practice by:
  - being sure to dress appropriately in workout attire or practice uniform, socks and **cheer sneakers**, with long hair pulled back. Jewelry should not be worn, and nails should be kept trimmed.
  - bringing water!
  - NOT bringing anything not needed for practice, like toys.
  - keeping cell phones **AWAY** during practice time.
  - NOT doing any stunts or tumbling unless told to do so by their coaches.
  - **Coming with a positive attitude, ready to work hard, listen to their coaches, and help their teammates.**



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- **Parents of cheerleaders who engage in reckless or dangerous behavior will be contacted.**

**You may be asked to pick up your child if the behaviors continue.**

- **Attendance Policy:** Attendance will be taken at each practice and game. It is expected that cheerleaders attend **ALL** practices, and that they are on time. Missing practice or being chronically late causes the athlete(s) to miss important warm-ups, instruction, conditioning, etc., and also causes a safety risk to themselves and others.
  - **Scheduled Vacations:** We ask that whenever possible, vacations are NOT scheduled during the month of August. If your family has a scheduled vacation in August, you **MUST** inform the program in writing (email or letter) **BEFORE JUNE 15** in order for the athlete's absence to be excused.
  - **Excused Absences:** In order for an absence to be excused, you **MUST** inform your coaches no later than 24 hours before your scheduled practice/game time, or as early as possible in cases of sudden illness or emergency. Doctor's notes may be required for extended or frequent absenteeism due to illness.
  - ***The coaches reserve the right to remove any athlete from their position in the competition routine, or from the routine altogether, IF***
    - ***an athlete accrues more than 1 unexcused absence AND/OR***
    - ***an athlete accrues 2 or more excused absences (not including an excused August vacation) by September 10, AND/OR***
    - ***an athlete misses any practices in October (not due to illness).***
- **PLEASE NOTE:** Joining a competitive cheer team is an exciting opportunity that requires time, dedication, and hard work. Our program is designed to help your child build strength, stamina, and skills to excel at the highest level and achieve success, including National competitive titles. We encourage you to discuss this commitment with your child to ensure they understand the dedication required. By setting these expectations early, we can work together to support their growth, confidence, and success throughout the season.
- **Important Dates:**
  - **April 9 at 6:30 pm:** Mandatory Competition Team **PARENT** Meeting
  - **May 5:** Registration CLOSES for ALL competition teams EXCEPT Tiny Mites (ages 5-7).
  - **May 7 at 6:15 pm:** Mandatory Uniform Fitting for ALL competitive athletes EXCEPT Tiny Mites.
  - **June 30:** Registration CLOSES for competition teams ages 5-7.
  - **July 12-13:** UCA Cheer camp for ages 9-13 (additional registration and fees apply)
  - **July 19-20:** UCA Youth Cheer camp for ages 5-9 (additional registration and fees apply)
  - **\*\*JULY 15:** Season Starts
  - **Sept. 6 (tentative date):** Mandatory Stunt Clinic at All Star Athletic Center. Times TBA - (fee included in registration)
  - **Pop Warner Night at SBHS - Date TBD**
  - **Oct. 3:** tentative date for SBPAL Cheer Showcase and picture night
  - **Competitions:**
    - **Sunday, Oct. 12: Central Jersey Cheer Competition:** All squads participate. **Trenton, NJ.**



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- **Sunday, Oct. 19: Garden State Cheer Competition:** All squads participate. **Trenton, NJ.**
- **DATES NOT YET CONFIRMED: Sunday, Oct. 26; Saturday, Nov. 1 & Sunday, Nov. 2: Regions Cheer Competition:** Squads that qualify during the CJPW Competition participate. **Trenton, NJ.**
- **Monday, Dec. 8 - Thu., Dec. 11: Pop Warner National Cheer & Dance Championships:** Squads that qualify at Regions participate. **Charlotte, NC.**
- **Winter Cheer participants: Globals: February 5-8, 2026.**
- **Sunday, Jan. 18, 2026:** Cheer Awards Gala
- **Fees:**
  - Registration: **\$300 per athlete.**
    - Includes: registration fee; insurance; stunt clinic at All Star Athletic Center; game day and pink bows (for squads that cheer at football games); competition bow; 2025 Team shirt; team's competition music and license; team's competition fees for Central Jersey, Garden State, and Regions; awards banquet entry for athlete.
  - Game day uniform deposit: **\$100 per athlete.**
    - This is a 100% refundable fee to be returned when your game day uniform is returned on time, and in excellent condition. You are responsible for any loss or damages to the uniform. Game day uniforms are property of SBPAL and may not be altered in any way.
  - Competition uniform fees: These are purchased and owned by YOU!
    - **Tiny Mites:** \$75.00 (plus shipping). Pre-owned may be available for a lesser cost.
    - **Mitey Mites and up:** approximately \$225 (shipping fees will apply). Pre-owned may be available for a lesser cost.
  - Nationals fees:
    - Total fees for the competition & stay are TBA by Pop Warner National. We will let you know when we have this information. Fundraising will be available to help subsidize this cost for the athletes.
    - Travel expenses - It is up to individual families to arrange your transportation.
    - **Once we receive all the Nationals information from Pop Warner, we will hold a Parent Meeting.**
- **Required items you must provide for your athlete:**
  - Competition uniform
  - Black cheer sneakers: 1 pair for outdoor practices and games, and 1 pair for indoor practices and competitions.
  - White or black ankle or no-show socks (color dependent on squad - coaches will inform you!)
  - Black, fitted, long sleeve tech shirt for games
  - Black cheer brief/tumble shorts for games
  - Black leggings for games
  - Once teams and positions are formed, we are requesting that flyers have a soft helmet (like a flag football helmet) for practices—more information and guidance to come.

## **VOLUNTEERS:**



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- The SBPAL Cheer program is 100% volunteer-run. If you are interested in volunteering as a **coach or team parent**, [please fill out this form.](#)
- **Fundraising committee:** Volunteers are needed to join a Fundraising committee for the Cheer program. Fundraising helps to support and subsidize costs for Nationals expenditures, equipment, program and team events, coaches' professional development and training, etc. We are looking for volunteers to plan and carry out fundraisers for the program. You can sign up to do this at registration. Thank you!
- There will be opportunities to volunteer in many different capacities throughout the season. Please consider signing up when the time comes. We appreciate your help!

**Please reach out with any questions, and/or if you are interested in coaching or being a Team Parent.**

**Thank you!!!**

**Jenn House and Sandra Schreyer**