



2018 COMPETITION PACK



So much more than a competition...
*it's an **experience!***



WHY CHEERBRANDZ?

Australasia's Leading Cheer & Dance Event Producer

- ◆ Delivering the most dynamic, entertaining and captivating cheer competitions in NZ, Australia and USA.
- ◆ CheerBrandz events are built around providing the very best competition experience for competitors, spectators and coaches.
- ◆ We provide a platform that allows every competitor to shine and camaraderie and fun are at the heart of everything we do!

Proud to be Setting the Gold Standard for Competition Events

- ◆ Full Scale Productions - Blacked out arena, Rockstar lighting, Superb sound
- ◆ Online registration system & email waiver tracking
- ◆ Online judging system, enables all scoresheets to be saved under your online account
- ◆ Video deduction instant replay sent direct to your phone!

Dedicated to Providing the Best Service in our Industry

- ◆ We are passionate about our industry and value those that work in it.
- ◆ We work hard to deliver the best competition experience for everyone that participates from Coaches to Managers, Judges to Backstage Helpers, Spectators and of course Performers.
- ◆ We value the feedback we receive and use this to continuously improve our competition event offerings.

CheerBrandz Competitions Deliver More for Everyone!

- ◆ 1st, 2nd, 3rd medals for every division
- ◆ Stress free & friendly warmups
- ◆ Competitor gifts
- ◆ Bids to NZ & the Global Games in Hawaii, USA.
- ◆ Hospitality suite & Carpark Passes for coaches
- ◆ Transparent & Fair judging – always!





*So much more than a competition...
it's an **experience!***

2018 COMPETITION CALENDAR

JUNE/JULY

Eutopia Dance	Sydney Homebush	30 June
Eutopia Cheer	Sydney Homebush	1 July
Eutopia Dance	Auckland NSEC	7 July
Eutopia Cheer	Auckland NSEC	8 July

AUGUST

Eutopia Dance	Brisbane Sleeman Center	18 Aug
Eutopia Cheer	Brisbane Sleeman Center	19 Aug
Schools Spectacular	Auckland NSEC	25 Aug
Olympia Cheer	Auckland, NSEC (2 Day Cheer for level 1-6 & 1 day for Level 1R & Rec)	25-26 Aug

SEPTEMBER

Olympia Cheer	Melbourne *MSAC (2 Day Cheer level 1-6, 1 Day for Level 1 Novice) <small>*Hisense Arena unavailable due to Commonwealth Games.</small>	1-2 Sep
Dancebrandz Nationals	Auckland, NSEC	15 Sep
Spring Carnival	Auckland, NSEC	16 Sep

OCTOBER

Australasian Majors	Brisbane Sleeman Center (2 Day Cheer level 2-6, 1 Day for Level 1 & Dance)	25-28 Oct
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NOVEMBER

Australian Cheer & Dance Nationals	Sydney Showgrounds	2-4 Nov
Eutopia Cheer	Melbourne MSAC	10 Nov
NZ Cheerbrandz Nationals	Auckland, NSEC (2 Day Cheer level 2-6, 1 Day for Level 1 & Dance)	10-11 Nov

Blacked out
Arena with
Rockstar
Lighting!

Register
Online
- Email Waivers,
no more forms!

Bids
Bids
Bids!

Deduction
Videos
instantly sent
to your phone

Online
Judging
- scoresheets
saved to your
own portal

VIP Coach
Treatment
- hospitality
suites, catering,
parking & more!

USA
Judges



PRICING

NEW ZEALAND EVENT PRICING			
	Early 12 weeks prior	On-Time 8 weeks prior	Final 4 weeks prior
1 Day	\$65	\$70	\$75
2 Day	\$95	\$100	\$105
Crossovers/Specialties	\$20	\$30	\$40
Scholastic		\$40	
Dance	\$45	\$50	\$55
Dance Specialties		\$40	

AUSTRALIAN EVENT PRICING			
	Early 12 weeks prior	On-Time 8 weeks prior	Final 4 weeks prior
1 Day	\$50	\$60	\$70
2 Day	\$80	\$90	\$100
Crossovers/Specialties	\$20	\$30	\$40
Scholastic		\$40	
Nationals 1 Day*	\$60	\$70	\$80
Nationals 2 Day*	\$90	\$100	\$110

*Nationals includes team photos and video package

To receive Early or On Time Pricing full payment is required before the end dates.
All Dance & Level 1 teams compete one day and are priced as a 1 day event.

EVENT BIDS

REGIONAL EVENTS

DIVISION CHAMPS

PARTIAL PAID BID
NZ/OZ BIDS
50% OFF ATHLETE REGISTRATION

LEVEL CHAMPS

AT LARGE BID
GLOBAL GAME BIDS
EVENT QUALIFICATION

GRAND CHAMPS

PARTIAL PAID BID
GLOBAL GAMES BIDS
50% OFF ATHLETE REGISTRATION

NATIONAL EVENTS

DIVISION CHAMPS

PARTIAL PAID BID
NZ/OZ BIDS
50% OFF ATHLETE REGISTRATION

LEVEL CHAMPS

PARTIAL PAID BID
GLOBAL GAMES BIDS
50% OFF ATHLETE REGISTRATION

GRAND CHAMPS

FULL PAID BID
GLOBAL GAMES BIDS
100% OFF ATHLETE REGISTRATION
+HOTEL

At select events judges may give special wild card bids.

Win at multiple events and have the option to combine your 50% bids to create a 100% bid.



CHEER DIVISIONS

PROPOSED CHEER TEAM AGE GRID

Division	Age	Numbers	Levels
Tiny	3-6 years	5-24 Members	1Novice, 1Restricted, 1
Mini	5-8 years	5-24 Members	1Nov, 1R, 1, 2
Youth	6-12 years	5-30 Members	1Nov, 1R, 1, 2, 3, 4
Junior	7-14 years	5-30 Members	1Nov, 1R, 1, 2, 3, 4, 5R, 5
IASF Junior	10-16 years	16-24 Members	1,2,3,4,5
Senior	10-18 years (L5 12-18 years)	5-38 Members	1Nov, 1R, 1, 2, 3, 4, 4.2, 5R, 5
Open	14 years & older (L6 17+years)	5-30 Members	1, 2, 3, 4, 5, 6
Scholastic	Primary, Intermediate, High School, University	5-38 Members	1, 2, 3-4, 5-6

The age of a competitor will be determined based on the International standard being the date of birth falling during the "year of the competition".
Size Splits: Divisions will be split into Extra Small (5-14 Members), Small (15-20) and Large (21 or more Members) where there are more than 10 teams in a division.

Coed Splits: For Senior Divisions Levels 3 to 6 a mandatory coed split will occur where there are 2 or more coed teams in a division.

STUNT GROUP

Division	Age	Numbers	Levels
Junior	14 years and younger	Max 5	Level 1,2,3,4,5
Senior	10-18 years	Max 5	Level 1,2,3,4,5
Open	14 years & older	Max 5	Level 1,2,3,4,5,6

ASSISTED PARTNER/PARTNER GROUP

Division	Age	Numbers	Levels
Senior	10 to 18 years	2	Level 2,3,4,5
Open	14 years & older	2	Level 2,3,4,5,6

CHEER DUO

Division	Age	Numbers	Levels
Junior	14 years & younger	2	Level 3, Level 5
Open	14 years & older	2	Level 3, Level 5
Senior	10-18 years	2	Level 3, Level 5



CHEER DIVISIONS

AGE OF ATHLETE

The age of a competitor will be determined based on the international standard being the date of birth falling during the 'year of competition'. For example, a competitor who is 16 at the date of competition but turns 17 any time during that competition year will not be eligible for any Junior Divisions.

AGE OF TEAM

The Division Age of a team is determined by the oldest competitor.

CROSSOVERS

Crossovers are allowed but are limited to three performances only and these must be within different divisions. Dancers may NOT crossover between Prep/Novice and Competitive Divisions. Crossovers of participants between cheer and dance teams are permitted. Participants must pay the additional crossover registration fee for each additional team performance. Please note that it is likely that crossover performers may miss scheduled warmups and we cannot change schedules to accommodate for this. We will make every effort to provide time for uniform changes and/or rest between crossover routines, but we cannot guarantee more than 10mins for this.

CHEER DIVISION SPLIT RULES:

1. **SIZE SPLIT:** Where a division has 10 or more teams, the division will be split by team size, but only if that split results in at least 2 teams being in that division. First we look for an Extra Small split (14 or less athletes) and if this is not possible then by Small (20 or less athletes) and then by Large (21 or more athletes).
2. **FURTHER SIZE SPLITS:** If after the Extra Small Split there are still 6 or more teams remaining and a further split results in at least 3 teams in each division. The division will be further split into Small (24 or less athletes) and Large (25 or more athletes).
3. **COED SPLITS:** For Senior Divisions Levels 3 to 6 a mandatory coed split will occur where there are 2 or more coed teams in a division.
4. **LARGE & SMALL GYM SPLITS:** If after the above splits there are 6 or more teams in a division a further split will be made by Large and Small Gym if the split results in a minimum of 3 teams in each division.
5. **A & B SPLITS:** If after the above there are 12 or more teams remaining in a division an A & B Split will occur based on team size.
6. **COMBINING & SPLITTING DIVISIONS:** The division list is a "menu" of divisions and categories that may be offered. In an effort to maintain a competitive environment CheerBrandz may add, split, combine, delete or open divisions at any time leading up to the event.





DANCE DIVISIONS

DANCE TROUP AGE GRID

Division	Age	Numbers	Levels
Mini	9 years & younger	4 or more	Jazz, Hip Hop, Pom, Contemporary/Lyrical
Youth	12 years & younger	4 or more	Jazz, Hip Hop, Pom, Contemporary/Lyrical
Junior	15 years & younger	4 or more	Jazz, Hip Hop, Pom, Contemporary/Lyrical
Senior	18 years & younger	4 or more	Jazz, Hip Hop, Pom, Contemporary/Lyrical
Open	14 years & older	4 or more	Jazz, Hip Hop, Pom, Contemporary/Lyrical
Primary School	Primary School Age	4 or more	Jazz, Hip Hop, Pom
Intermediate	Intermediate School Age	4 or more	Jazz, Hip Hop, Pom
High School	High School Age	4 or more	Jazz, Hip Hop, Pom
University	University Age	4 or more	Jazz, Hip Hop, Pom

PREP/NOVICE DIVISION SPLITS - will be offered if there are 3 or more entires. All Novice/Prep styles will be judged against each other, unless there are 10 or more entries in a section and there is at least 3 entries in both divisions after the split.

SMALL AND LARGE DIVISION SPLITS - divisions will be split into Small (4-14 dancers) and Large (15 or more dancers) when there are 10 or more teams in a section and there is at least 3 teams in both divisions after the split.

ALL GIRL & COED SPLITS - divisions will be split into All Girl, Coed and All Male when there are 10 or more teams in a section and there is at least 3 teams in each division after the split.

SCHOLASTIC SPLITS - where there is less than 2 teams in a scholastic division these may be combined with another appropriate division.

DANCE DOUBLES AGE GRID

Division	Age	Numbers	Levels
Junior	14 years & younger	2	Jazz, Hip Hop, Pom, Contemporary/Lyrical
Senior	10 to 18 years	2	Jazz, Hip Hop, Pom, Contemporary/Lyrical
Open	15 years & older	2	Jazz, Hip Hop, Pom, Contemporary/Lyrical



DANCE DIVISIONS

AGE OF COMPETITOR

The age of a competitor will be determined based on the international standard being the date of birth falling during the 'year of competition'. For example, a competitor who is 13 at the date of competition but turns 14 any time during 2017 will be eligible to compete in the Open 14+ age divisions. Likewise, a competitor who turns 16 any time during the year will not be eligible for any Junior Divisions.

The ages for athletes in teams competing in level 5 or 6 can be one year lower, to accommodate for those athletes planning to compete at Worlds the following year.

AGE OF TEAM

The Division Age of a team is determined by the oldest competitor.

CROSSEOVERS

Crossovers are allowed but are limited to three performances only and these must be within different divisions. Dancers may NOT crossover between Prep/Novice and Competitive Divisions. Crossovers of participants between cheer and dance teams are permitted. Participants must pay the additional crossover registration fee for each additional team performance. Please note that it is likely that crossover performers may miss scheduled warmups and we cannot change schedules to accommodate for this. We will make every effort to provide time for uniform changes and/or rest between crossover routines, but we cannot guarantee more than 10mins for this.

COMBINING & SPLITTING DIVISIONS

The division list is a "menu" of divisions and categories that may be offered. In an effort to maintain a competitive environment CheerBrandz may add, split, combine, delete or open divisions at any time leading up to the event.

DANCE CATEGORIES

JAZZ - A jazz routine incorporates stylized dance movements and combinations, formation changes, group work, leaps and turns. Emphasis is placed on proper technical execution, extension, control, body placement and team uniformity. Please note at this stage we DO NOT offer contemporary/lyrical any of these styles will be judged in the Jazz division.

HIP HOP - Routines can incorporate street style movements with an emphasis on execution, style, creativity, body isolations and control, rhythm, uniformity and musical interpretation.

POM - Poms must be used 80% of the routine. Important characteristics of a pom routine include strong pom technique: clean/precise and sharp motions, synchronization and visual effect, and may incorporate tricks (i.e. leaps/turns, pom passes, jump sequences, kick lines etc). Visual effect includes level changes, group work, formation changes, the use of different color poms, etc.

CONTEMPORARY/LYRICAL - A contemporary or lyrical routine uses organic, pedestrian and/or traditional modern or ballet vocabulary as it complements the lyric and/or rhythmic value of the music. Emphasis is placed on control, sustained, expressive movement, body placement, contraction/release, use of breath, uniformity, communication and technical skill.

DANCE PREP/NOVICE - The Prep/Novice Category is offered for emerging teams and dancers and is an entry level Competition Division that was created for the purpose of introducing dancers & families to Competitive Dance. Dancers entered in the Competitive Dance Divisions are NOT allowed to crossover to Prep/Novice divisions within the same style. Typically, the Prep/Novice Division is similar to the open division in that the all styles will be judged against each other, unless there are 10 or more teams in a section and there are at least 3 teams in each divisions after the split. The USASF Dance Prep Rules must be followed in every Category.





FAQs:

What are the Time Limitations for routines?

NZ LEVEL 1 RESTRICTED TEAMS – Routine time may not exceed 2:00mins

AUSTRALIA NOVICE TEAMS – Routine time may not exceed 2:30mins

CHEER & DANCE TEAMS – Routine time may not exceed 2:30mins

DANCE DOUBLES - Routine time may not exceed 1:30min

GROUP STUNT – Routine time may not exceed 1:00min

PARTNER STUNT – Routine time may not exceed 1:00min

Timing Begins: With the first movement, voice, or note of music, whichever comes first. Timing will end with the last movement, last voice, or note of music, whichever comes last.

Exceeding Time Limits: If a team exceeds the time limit, a penalty will be assessed for each violation. Because penalties are severe, it is recommended that all teams time their performance several times prior to attending the competition and leave a several second cushion to allow for variations in sound equipment.

What is the size of the Competition Floor?

Cheer Floor: Approximate floor size for cheer will be 16m wide by 12m deep (9 strip spring floor).

Dance Floor: Approximate floor size for dance will be 13m wide by 12m deep (8 strips marley floor). Please note New Zealand events use 7 strips marley floor. Please note that at some events the backstage warmup floor is not the same size as the performance floor.

How should I bring my Music?

MP3 Device: Music should be played on MP3 device. It is recommended that you bring TWO HIGH-QUALITY copies of your music to the event. We highly suggest that a coach plays the music for your team and not a participant. This person will be asked to hold onto their own music until the time of performance and to take music back following the performance.

What happens if there is a fault with my music?

Music Interruption: If the fault is due to event equipment or team's music failure - the coach will have to decide within 2 minutes if they would like to perform again. Judging will resume at the point where the music was interrupted. The team will be required to take the stage immediately for the 2nd performance.





IMPORTANT LINKS

For more information please visit our website.

REGISTRATION:

<https://cheerbrandz.com/register>

DANCE SCORING:

<https://cheerbrandz.com/information/dance-scoring>

CHEER SCORING:

<https://cheerbrandz.com/information/cheer-scoring>

CHEER & DANCE GUIDELINES:

<https://cheerbrandz.com/information/cheer-and-dance-guidelines>

LEGAL STUFF:

<https://cheerbrandz.com/information/legal-stuff>

