

www.cheerbrandz.com

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2021
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CHEERBRANDZ COMP PACK

DYNAMIC, ENTERTAINING AND
CAPTIVATING CHEER & DANCE
COMPETITIONS





WHY CHOOSE A CHEERBRANDZ EVENT?

- ★ We bring FUN to every event with mini challenges for all
- ★ Confetti Cannons, Fireworks & a Dance Party
- ★ Blacked out arena & Rockstar lighting at every event
- ★ Virtual entry with video playback at the venue and interactive calls while watching as a team
- ★ Fully live streamed events
- ★ Bean Bag seating areas
- ★ Global Games and NZ Bids
- ★ Online judging - Scoresheets emailed within minutes of prize giving
- ★ Deduction videos emailed instantly to your phone
- ★ Detailed scoresheets with actionable comments including technique drivers
- ★ VIP Coach Treatment – Hospitality Suite with free snacks and a hot catered lunch
- ★ Free Learning Events – Q&A with US Judges & Coaches Education

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2021
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ALL EVENTS OFFERED VIRTUALLY & IN PERSON! CALENDAR



JULY

EUTOPIA CHEER & DANCE Auckland NZ,
Eventfinda Stadium (compete one day)

3rd July



VIRTUAL &
IN PERSON!



OLYMPIA CHEER Auckland NZ,
Eventfinda Stadium (compete two days)

14th-15th Aug

EUTOPIA CHEER & DANCE Brisbane Au,
Brisbane Nissan Arena Australia (compete one day)

20th-21st Aug

EUTOPIA CHEER & DANCE Sydney Au,
(compete one day)

27th-28th Aug



VIRTUAL &
IN PERSON!

AUG

SEP

OLYMPIA CHEER Melbourne Au,
(compete two days)

4th-5th Sep

DANCEBRANDZ NATIONALS Auckland NZ,
Eventfinda Stadium (compete one day)

18th Sep

SPRING CARNIVAL Auckland NZ,
Eventfinda Stadium (compete one day)

19th Sep

NZ SCHOOL SPORTS CHEERLEADING CHAMPIONSHIPS
Eventfinda Stadium (compete one day)

19th Sep



VIRTUAL &
IN PERSON!



AUSTRALASIAN MAJORS Brisbane Au,
Brisbane Nissan Arena Australia (compete two days)

22nd-24th Oct

OCT

VIRTUAL &
IN PERSON!

AUSTRALIAN NATIONALS Sydney Au,
(compete two days)

5th-7th Nov

NZ NATIONALS Auckland NZ,
Eventfinda Stadium (compete two days)

13th-14th Nov

EUTOPIA CHEER Melbourne Au,
(compete one day)

13th Nov



VIRTUAL &
IN PERSON!

NOV

★ ROCKSTAR LIGHTING ★ VIP COACH TREATMENT ★ ONLINE JUDGING
★ INSTANT DEDUCTION VIDEOS ★ CHEERSPORT DIVISIONS
★ BUSINESS WORKSHOPS ★ JUDGING WORKSHOPS



NEW PRICING

EVENT PRICING	Early 8 weeks prior	Final 4 weeks prior
1 Day	\$55	\$70
2 Day	\$85	\$100
Crossovers	\$30	\$40
Scholastic	\$40	\$40
CheerSPORT	\$40	\$45
Specialties	\$30	
Virtual	\$30	\$45

EVENT BIDS

BIDS TO NZ

BIDS TO AUSTRALIA

BIDS TO THE
GLOBAL GAMES

WORLDS BIDS
FOR NZ TEAMS



HIGHEST POINT SCORERS
AT EACH EVENT
WIN FREE ENTRY
PLUS \$1000
TO ANY CHEERBRANDZ
INTERNATIONAL EVENT!!

CHEER DIVISIONS

CHEER AGE GRID



***We are allowing athletes to be one year below or one year over the ages set below. Plus we allow 2 out of age athletes.**

DIVISION	AGE	NUMBER	LEVELS
Tiny	3-6 years	6-38 Members	Novice 1
Mini	4-8 years	6-38 Members	Novice, 1, 2
Youth	5-12 years	6-38 Members	Novice 1, 2, 3, 4
Junior	7-15 years (L5 & 6, 9-15yrs)	6-38 Members	Novice 1, 2, 3, 4, 5, 6
IASF Junior	10-16 years	16-24 Members	1, 2, 3, 4
Senior	10-18 years (L6 12-18yrs)	6-38 Members	Nov, 1R, 1, 2, 3, 4, 4.2, 5, 6
Open	14 years & older, L7 17 & older	6-38 Members	Nov, 1, 2, 3, 4, 5, 6, 7
Scholastic	Primary, Intermediate High School	6-38 Members	1, 2, 3, 1NT, 2NT, CheerSPORT 1-6
University	Registered Uni Student	6-38 Members	1/2NT, 3/4, 5, 6
Open Non-Tumble	14yrs & older	6-38 Members	1NT, 2NT, 3NT, 6NT

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" being the 31 December. Size Splits: Divisions will be split into Extra Small (5-15 Members), Small (16-24) and Large (25 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. Other Divisions: If a division is not listed please contact us and if we have 3 or more teams we will add the division.

SPECIALTIES: We are now offering specialty entries as virtual only. The Grand Champion of each specialty will be advised the week of the event and get to perform live at competition.

STUNT GROUP (VIRTUAL ONLY)

DIVISION	AGE	NUMBER	LEVELS
Junior	15 years & younger	Max 5	Level 2, 3, 4, 5, 6
Senior	10 - 18 years	Max 5	Level 2, 3, 4, 5, 6
Open	14 years & older	Max 5	Level 2, 3, 4, 5, 6

ASSISTED PARTNER/PARTNER GROUP (VIRTUAL ONLY)

DIVISION	AGE	NUMBER	LEVELS
Senior	10 - 18 years	2	Level 2, 3, 4, 5, 6
Open	14 years & older	2	Level 2, 3, 4, 5, 6, 7

CHEER INDIVIDUALS & DUO'S (VIRTUAL ONLY)

DIVISION	AGE	NUMBER	LEVELS
Junior	13 years & younger	1 or 2	Level 3, Level 6
Open	14 years & older	1 or 2	Level 3, Level 6

COMPETING VIRTUALLY

All videos are to be submitted through Dropbox. Video's must be submitted 1 week before the event. They must show a front on elevated view and be one continuous take and can not be edited. The video should be filmed within 4 weeks of the event date. We also ask that you allow 30mins for filming and you do no more than 2 takes.

CHEERSPORT AGE GRID

***We are allowing athletes to be one year below or one year over the ages set below. Plus we allow 2 out of age athletes.**

DIVISION	AGE	NUMBER	GRADES
Tiny	6 years & younger	4 or more	Grade 1, 2
Mini	9 years & younger	4 or more	Grade 1, 2, 3, 4
Youth	12 years & younger	4 or more	Grade 1, 2, 3, 4, 5, 6
Junior	15 years & younger	4 or more	Grade 1, 2, 3, 4, 5, 6
Senior	18 years & younger	4 or more	Grade 1, 2, 3, 4, 5, 6
Open	14 years & older	4 or more	Grade 1, 2, 3, 4, 5, 6
Scholastic	Primary, Intermediate High School, University	4 or more	Grade 1, 2, 3, 4, 5, 6
Adult	18 years +	4 or more	Grade 1, 2, 3, 4, 5, 6
Senior Plus	50 years & older	4 or more	Grade 1, 2

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" being the 31 December. Size Splits: Divisions will be split into Small (4-12 Members) and Large (13 or more Members) where there are more than 10 teams in a division. Coed Splits: For Senior Divisions Grades 5 & 6 a coed split will occur where there are 5 or more coed teams in a division.

CHEERSPORT GRADES

- Grade 1 = Equivalent to NZ Level 1 Restricted

This Grade will follow Level 1 rules with the all stunts being limited to waist height and pyramids limited to prep level

- Grade 2 = Equivalent to USASF Level 1.

- Grade 3 = Advanced Level 1

This Grade will follow Level 1 stunting rules with the following exceptions allowing these stunt skills: Prep level 1

leg stunt (bracer not required); passing through 2 foot extended stunt (no stopping at the extended level); ½ twist to prep level; log roll. Toss Progression: Trophy drill to extended level.

- Grade 4 = Equivalent to USASF Level 2

- Grade 5 = Advanced Level 2

This Grade will follow level 2 stunting rules with the following exceptions allowing these stunt skills: 1 twist to

prep level 2 leg stunt; pass through 1 foot extended stunt (no stopping at the extended level); single skill dismount from prep level 2 leg stunt. Tosses: Single trick/skill allowed, twisting skills not allowed.

- Grade 6 = Equivalent to USASF Level 3

- Tumbling - all tumbling is allowed in all grades but is not scored, however deductions will be given.

DANCE AGE GRID

***We are allowing athletes to be one year below or one year over the ages set below. Plus we allow 2 out of age athletes.**

DIVISION	AGE	NUMBER	STYLES
Tiny	6 years & younger	5 or more	Jazz, Hop Hop, Pom, Contemporary/Lyrical
Mini	9 years & younger	5 or more	Jazz, Hop Hop, Pom, Contemporary/Lyrical
Youth	12 years & younger	5 or more	Jazz, Hop Hop, Pom, Contemporary/Lyrical
Junior	15 years & younger	5 or more	Jazz, Hop Hop, Pom, Contemporary/Lyrical
Senior	18 years & younger	5 or more	Jazz, Hop Hop, Pom, Contemporary/Lyrical
Open	14 years & older	5 or more	Jazz, Hop Hop, Pom, Contemporary/Lyrical
Scholastic	Primary, Intermediate, High school, University	5 or more	Jazz, Hip Hop, Contemporary/Lyrical

PREP/NOVICE DIVISION SPLITS - Will be offered in each divisions listed above if there are three or more entires for that division. If there are not enough entries, divisions may be combined.

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 = VIRTUAL ENTRIES ONLY

We are now offering Duo entries as virtual only. The highest scorers of each genre will be advised the week of the event and get to perform live at competition.

DIVISION	AGE	NUMBER	STYLES
Junior	14 years & younger	2	Jazz, Hop Hop, Pom, Contemporary/Lyrical
Senior	10 to 18 years	2	Jazz, Hop Hop, Pom, Contemporary/Lyrical
Open	15 years & Older	2	Jazz, Hop Hop, Pom, Contemporary/Lyrical



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'. The date used is 31 December. For example an athlete in an Open Age division 14 yrs & older must turn 14 by 31st December in the year of competition.

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. 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.

OUT OF AGE ATHLETE

Each team is allowed a maximum of **2** Out of Age Athletes.

If a team is competing in a bid division for an "End of the Year" competition, this team may use an athlete that will turn the appropriate age in the calendar year of the "End of year" competitive. I.e an athlete that is 13 but will turn 14 in the calendar year of a Worlds Event.

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 (16 or less athletes) and if this is not possible then by Small (22 or less athletes) and then by Large (23 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 (22 or less athletes) and Large (23 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 and or crossover issues. Please note that a mandatory split occurs for tiny & mini divisions to split into 3 or 4 teams to ensure all receive a placing.

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.



ROUTINE TIMES

HIP HOP – Routine time may not exceed 2:15mins

HIP HOP MEGA CREW – Routine time may not exceed 3:30mins

JAZZ/CONTEMPORARY/LYRICAL – Routine time may not exceed 3:30mins

NOVICE DANCE TEAMS – Routine time may not exceed 2:15mins

POM – Routine time may not exceed 2:15mins

SOLOS & DUOS – Routine time may not exceed 1:30min

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.

Time Limit Violations: 3-5 seconds overtime –0.5, 6-10 seconds overtime –1.0, 11+ seconds overtime –2.0

MUSIC

AUXILIARY INPUT: Music must be played on a Auxiliary Input capable device. Please have someone ready with your music at the music desk two items before your scheduled time.

MUSIC INTERRUPTION: If the fault is due to event equipment or team's music failure - the teacher 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.

HELPFUL TIPS: To ensure you have the best experience at our events, we have come up with these great tips to help you prevent music interruption. Fully download your music onto your device. Items played from email servers, cloud storage systems etc can stop start based on stream speed of the 4G/wifi in the venue. We suggest putting each track into its own play list or "note" to prevent the next track playing at end. We recommend taking the cover off your audio player to ensure the auxiliary input is not disturbed on the day. If you are using your phone, ensure it is switched to flight mode before connecting the auxiliary cable to your device. Lastly, after you have plugged in your device, ensure the volume is up on full before you hit play. Many devices automatically drop the volume after they are plugged in.

COMPETITION AREA - DANCE

DANCE FLOOR: Approximate floor size for dance will be 12m wide by 12m deep (8 strips marley floor).

Please note New Zealand events use 7 strips marley floor and side wings are provided at NZ events for studio dance teams to use.

Please note that at some events the backstage warmup floor is not the same size as the performance floor.

START & END OFF FLOOR: Dance participants may start on or off the floor and may use wings for lineups or costume changes.

BOUNDARY DEDUCTIONS – No deductions will be assessed for dancing outside of the dance floor.



RULES & GUIDELINES:

CHOREOGRAPHY: All choreography should be age appropriate. Any suggestive or offensive choreography, costuming, makeup and/or music may affect the judges' overall impression and/or score of the routine. Vulgar or suggestive choreography is defined as any movement implying something improper or indecent, appearing offensive or sexual in content, and/or relaying lewd or profane gestures.

MUSIC: Every effort should be made to ensure that the lyrics of the music are appropriate for all audience members and should not include profanity.

COSTUMING: Performing in socks, high heels, roller skates, roller blades or any other footwear that is inappropriate for dance is not allowed. Jewellery as part of a costume is allowed. All costuming should be secure. **PROPS:** Props are not allowed. Only the use of costume elements (i.e. Necklace, jacket, hat, poms, etc.) are allowed. They may be used and discarded but may not be used to elevate athletes from the performance surface.

RULE VIOLATIONS & DEDUCTIONS:

Minimum athlete number not met – 1.0

Pom or costume drops that become a hazard – 0.5

Drops or falls to the floor during choreography, jumps, leaps, tumbling, kicks, tricks, lifts or freezes – 1.0

Suggestive or Offensive costuming, music or choreography – 1.0

Unsportsmanlike Conduct –1.0

Use of Props –2.0

Timing Violations 3-5 seconds overtime –0.5, 6-10 seconds overtime –1.0, 11+ seconds overtime –2.0

SCORING:

Scoresheets are emailed out at the end of each prize giving. Please note that scoresheets are saved on your online account and can be accessed the day after the event here:

Open the Event/Docs/Reports/Results/Competitions.



AUSTRALIAN 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 2021 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.

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 10 mins 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.

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.

NEW ZEALAND DANCE DIVISIONS

AGE OF DANCER

The age of a dancer will be determined based on the international standard being the date of birth falling during the 'year of competition'. The date used is 31 December. Please note that we are allowing two out of age athletes per team.

PARTICIPATION LIMIT (CROSSOVERS)

Crossovers are allowed but dancers are limited to three performances only and these must be within different divisions. Dancers may NOT crossover between Novice and Competitive Divisions. 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. We will make every effort to provide time for uniform changes and/or rest between crossover routines, but we cannot guarantee more than 10 mins for this.



For more information please visit our website...

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REGISTRATION:

<https://cheerbrandz.com/register>

Dance

DANCE SCORING:

<https://cheerbrandz.com/information>

Cheer

CHEER SCORING:

<https://cheerbrandz.com/information>

LEGAL

LEGAL STUFF:

<https://cheerbrandz.com/information>

TESTIMONIALS:

The schedule was awesome. What divisions went where just worked so well!

- Hayley, Ausfunk

Thank you for an amazing weekend, it was the perfect finish to a year many would like to forget. I think many will agree it was the closure the kids needed. - Ryan, Oxygen All Stars

Was a great event... Kids spending time with their team rather than their parents was great! - Karen, Cheer FX

The event was amazing, so a huge thanks to you and all of your staff! - Mitchell, Shire Elite

WE HAD A GREAT TIME! THANK YOU!

- ALISSA MEARS, EDD ALLSTARS

**Well done on another amazing comp!
Thank you to you and your team for taking the leap of faith and running physical comps this year. Gym owners, coaches, parents and of course athletes are truly grateful for this platform!
- Megan, Mega Cheer**

A MASSIVE CONGRATULATIONS TO YOURSELF AND YOUR TEAM OVER IN HEAD QUARTERS YOU GUYS ARE THE BOMB. KIMBERLY YOU A TRULY A GEM AND AN INNOVATOR ON SUCH A LEVEL IT BLOWS OUR MINDS WE LOVE YOU AND THANK YOU. - MARTY, INSPIRE ATHLETICS

Big thanks! Constant communication and swift responses to questions! You guys rocked it! - Belinda, Sirens Cheerleaders

Thank you so much Kimberley and the CheerBrandz team. It was an incredible weekend and definitely needed for all of our kids. - Michael, Cheer Energy