How to Start an AAU Cheerleading Program

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AAU is…

Boys and Girls, Men and Women. AAU is local and global. AAU is laughter, challenges, and opportunities. AAU is the place where you learn discipline, team work and persistence. AAU is an organization where problem solving and cooperation are taught through the medium of sports.

AAU is the oldest not-for-profit organization in the world dedicated exclusively to the development of sports. AAU is 32 different sports programs. AAU is grassroots, local, national and global events.

AAU is athletic programs where striving to be your best is far more important than being the best. AAU is educational programs taught in both the written form and through example.

AAU is alumni from Shaquille O'Neal and Carmello Anthony, through Swin Cash and Sheryl Swoopes, to Carl Lewis, Jackie Joyner Kersee, and Muhammad Ali.

AAU is the AAU Junior Olympic Games. AAU is National Championships, and the local and global competition leading up to them. AAU is 289,860,028 million people at practices and athletic events annually.

AAU is the AAU Sullivan Award, honoring the top amateur athlete. AAU is the arm of the President's Challenge, enhancing the fitness levels of America's youth.

AAU is impacting communities today and tomorrow. AAU is building America's future one athlete at a time.

WHERE YOU BEGIN HAS EVERYTHING TO DO WITH WHERE YOU FINISH.

We've been raising champions for more than a century. Since 1888, the AAU has set the standard for amateur sports in the United States. 'Sports For All, Forever' has been our focus and drive for 125 years and counting. It is more than a motto – it is our vision for sports in the United States and throughout the world. And today we are proud to host more sporting events for more age divisions in more cities than any other organization in the world.

However, the AAU is not just about sports. For every athlete who attains professional sports status after the AAU, there are hundreds more who apply their AAU experience elsewhere. What our participants gain is much more valuable than athletic glory, much more important than any athletic achievement. Through participation in AAU sports programs athletes acquire the mental activity, emotional maturity, and social tools necessary to succeed in the classroom and in the world beyond.

We are raising tomorrow's leaders on today's playgrounds. No matter your sport, age, or experience level, there is a place for you in the AAU. Congratulations on becoming a part of this tradition. And remember, where you begin has everything to do with where you finish!

P.O. Box 10,000 • Lake Buena Vista, Florida 32830-1000
Phone: 407-934-7200 • Fax: 407-934-7242

THE REAL AAU
AMATEUR ATHLETIC UNION

Why Should I Join AAU?

Our Membership is good for all of our 30+ sports

- For only $14 for youth athletes, and $16 for non-athletes, you can participate in any or all of our offered sports.

Places to Play

- The AAU believes that our events should be hosted at the best facilities. That is why we are partnered with the ESPN Wide World of Sports the premier multi-sport facility in the USA.
- Our National Championships take place in fun locations including but not limited to Orlando, FL; Virginia Beach, VA; Philadelphia, PA; Los Angeles, CA; Las Vegas, NV; Cocoa Beach, FL; and New Orleans, LA.

High Level of Competition

- The AAU is proud to have some of the best young athletes in the country competing in all of our 30+ sports.
- Former AAU athletes are now in the NBA, WNBA, MLB, as well as many Olympians.

Events

- The AAU has many types of events to offer: Local Invitational Tournaments, Leagues, Sports Festivals, District Championships, Super Regionals, Showcase Events, and National Championships.
  - Whether you want to play close to home, or play across the country, the AAU can make it happen.
- AAU Junior Olympic Games
  - The largest youth multi-sport event in America with over 20 sports.
  - Current cities hosting: Des Moines, IA; Greensboro, NC; Hampton Roads, VA; Houston, TX; and Detroit, MI.

Ability to compete in front of a national audience

- ESPN, local channels, webcasting

www.aausports.org

THE REAL AAU AMATEUR ATHLETIC UNION

Insurance

- Participant Insurance
  - Your AAU Membership comes with the benefit of secondary sports accident insurance in the event you are injured while competing or participating in events or supervised practices.
  - Coverage Limit: $10,000,000 of general liability

Sponsors

- beRecruited
- Champion
- Championship Productions
- Eastbay
- Florida Funwear Inc.
- Midwest Trophy
- Motel 6
- NASC
- Nationwide
- NCYS
- OAI Banners
- People to People
- Rawlings
- Tachikara
- USA Football
- WNBA

Famous Alumni

- Boys Basketball: Shaquille O'Neal, Dwight Howard, Larry Bird, Lebron James, Kobe Bryant
- Girls' Basketball: Nykesha Sales, Candace Parker, Chamique Holdsclaw
- Baseball: David Wright, B.J. Upton, Prince Fielder, Matt La Porta
- Track & Field: Jeremy Wariner, Darnell Hall, Florence Griffith-Joyner
- Sullivan Award Winners: Michael Phelps, Carl Lewis, Bonnie Blair, Robert T. Jones, Jackie Joyner-Kersey, Mark Spitz, Peyton Manning, and many more.

All of this for $14* per year!

*Youth Membership

THE REAL AAU
AMATEUR ATHLETIC UNION

Getting Started in AAU Sports

Go to www.aausports.org and click on JOIN AAU and Create a User Account

Purchase your AAU Individual Non Athlete membership- All Athletes and Non Athletes (coaches, volunteers, officials) must be individual members of the AAU. Background screens are conducted for all adult members of the AAU. You must have an active Non Athlete or Adult Athlete Membership to purchase a club membership. Applied status or pending memberships are not acceptable.
Non Athlete memberships are $16. For an additional $2, participants can purchase an extended benefit (AB) membership which extends coverage when participating in non-AAU events. For complete information on insurance, visit www.aausports.org and click on the Find Insurance Info under the Resources tab.

AAU Club Membership- Each organization must be a registered AAU Club. You can have more than one team within the same club. Club membership can be completed instantly online at www.aausports.org click on Member Login. Login to your account, on the dashboard page click on Club Application; then you will see a description and benefits for each club level.
Youth club membership fees are $30 (Club Level 1), $60 (Level 2), or $300 (Level 3). Club membership is valid September 1 to August 31.

Sign up your club/team/organization's members! Youth athlete membership is $14 per athlete. Non-athlete (coach, volunteer, official) membership is $16. A benefit of AAU membership is sports accident and general liability coverage. For an additional $2, participants can purchase an extended benefit (AB) membership which extends coverage when participating in non-AAU events. For complete information on insurance, visit www.aausports.org and click on the Find Insurance Info in the Gray Quick Links Box.

All AAU Non-Athletes will also be required to obtain PCA Double-Goal Coach® training and certification. The AAU National Office is happy to announce to its members, that this Coaches' Education is FREE for all AAU Non-Athletes. This exciting program is MANDATORY for all AAU Non-Athletes and will be administered by Positive Coaching Alliance (PCA). Please visit www.aausports.org and click on the Positive Coaching Alliance Text under the Resources tab drop down menu to start the MANDATORY AAU/PCA coaches' educational course. Membership may be revoked from non-athletes who do not complete course prior to competition.

Know your Insurance benefits!

Your club and individual members are covered by both Sports Accident and General Liability. There must be a club membership for the organization and EVERYONE participating must have an individual AAU Athlete or Non Athlete membership. Please visit www.aausports.org and click on "FIND INSURANCE INFO" in the gray quick links box for a comprehensive explanation of the entire insurance program as well as information on the AAU insurance certificate program.

1. Hosting AAU Tournaments and Leagues – Licensed Event (Event Sanction)
As an AAU Club Level 2 or 3, you can apply for a licensed event to host your own tournaments or leagues. Licensed event fees are $50 for a youth event per day maxing out at $350 (Fees Cap after a maximum of 7 days). Visit our website www.aausports.org, click on Licensed event text (right side of screen, dark grey box with yellow letters) to submit a licensed event application or for more information on licensing an event with the AAU.

Licensing your event with AAU has many benefits.

- The resources of a multi-million dollar organization while maintaining administrative control of your event
- The AAU nationally recognized brand and logo
- Multi-million dollar insurance program
- Marketing opportunities with AAU members
- AAU ribbons, medals and banners
- Established and recognized sport rules
- Local and national websites to promote your event
- Convenient online services

While submitting your licensed event you can also request Event Third Party Certificates for your facilities if they require them (fees apply).
***NOTE:** Starting in 2014 AAU has updated our language from Event Sanction to Licensed Event.

2. Local District Directors
Your local District Director can provide you with additional information regarding other teams and tournaments in your area. If there is not a Director in your area and you are interested in developing a program in your District, please contact the AAU National Office at 407-934-7200. Also, visit the sport specific website for your sport by going to www.aausports.org and clicking your sport from the drop-down menu.

3. Insurance and Insurance Certificate Program
As an AAU registered Club you have access to our insurance certificate program. This program offers a verification of insurance for the club, third party practice, event, extended benefit and sponsor certificates. Please visit www.aausports.org and click on FIND INSURANCE INFO in the gray quick links box for comprehensive explanation of the entire insurance program as well as information on the AAU insurance certificate program.

Hosting an AAU Event

Review the AAU Sport Handbooks - Review the AAU Sport Handbooks for guidelines and rules. A current copy of the Handbooks can be downloaded from the webpage at www.aausports.org by using the sport menu located at the top of the homepage and selecting your sport.

Contact the AAU Sports Manager or AAU National Chair - Please visit www.aausports.org for a detailed listing of AAU Sports Managers and AAU Sport National Chairs.

You can also contact the AAU National Headquarters at (407) 934-7200 for further information.

Purchase your AAU Individual Non Athlete membership- All Athletes and Non Athletes (coaches, volunteers, officials) must be individual members of the AAU. Background screens are conducted for all adult members of the AAU. You must have an active Non Athlete or Adult Athlete Membership to purchase a club membership. Applied status or pending memberships are not acceptable.

AAU Club Membership - Register on-line at www.aausports.org and click on JOIN AAU.

Club Membership is necessary to apply to license an AAU Event. Other benefits of joining as a club include receiving AAU mailings, event notifications, membership certificate, voting rights in AAU elections and club practice insurance.

Individual Athlete/Coach Membership - To participate in an AAU Licensed event, each athlete and coach must be members of the AAU. AAU membership is $14 per youth athlete and $16 per non-athlete (coach). As a member of the AAU, you can participate in any of the 30+ sports offered by the AAU.

The membership year is from ***September 1st through August 31st***. Membership must be renewed each year to be valid.

AAU membership provides each member with sports accident insurance for all properly licensed AAU events and supervised practices. For specific details on insurance coverage, please refer to the current insurance brochure located on our web site.

To become a member, go to www.aausports.org and click on JOIN AAU.

AAU License Application Form - A license is written approval by the AAU to authorize registered athletes to participate in a specific competition or exhibition. No event is an official AAU event unless the host has obtained an AAU license prior to the start of the event. Licenses are mandatory if you plan to host an AAU event. Instructions for completing and submitting a license application and fees are located on our homepage www.aausports.org. Located on the right-hand menu, click “Licensing Event”. You will need to have a valid club code and individual membership ID of the club contact to submit a Licensed event. If you need further assistance, please call 407-934-7200.

All participants in AAU Licensed events must be individual members of the AAU. As the club licensing the event, it is YOUR responsibility to verify that everyone participating in your event is a current AAU member.

Hosting an AAU Event

The AAU Brand and benefits are the perfect tools for event directors to use to ensure a successful event. Planning and advertising are the keys to your events' success. Plan ahead; submit your license application in a timely manner to enable participants to schedule and make travel plans to attend.

To Submit a Licensed Event Application
After obtaining a club level 2 or 3 and an individual non-athlete membership for the contact listed on the club, go to www.aausports.org. On the right you will find a box with yellow lettering; click on Licensed event Application. You may choose a logo or provide your own. Choose a flyer template or upload your own flyer. All approved licensed events are posted on our find an event site where more than 10 million viewers have access to your event information.

Order AAU Medals and Awards
As a benefit of licensing your tournament through the AAU, you can order AAU medals and ribbons. To order awards, you must submit to the AAU National Headquarters: (1) Awards Application (2) Tournament Flyer (3) Signed Copy of the Approved Licensed Event (4) Appropriate Fees.

Championship Medals are available for association and regional championships for $6.32 per set (includes 1 gold, 1 silver and 1 bronze medal). Sports for All Medals are available for invitational, league, open, or preliminary events. The cost is $1.99 per medal (gold, silver or bronze). Ribbons are available for first through eighth place, plus merit. The price for ribbons is twenty-five (25) cents each. Orders must be received at the AAU National Headquarters at least 15 days prior to the event. Orders received less than 15 days prior to the event will be assessed a $50.00 late fee. A shipping and handling fee of 10% of the total will be charged to each order less than $1000. Orders $1000 or more will be charged 5%. In addition, if the order requires next day shipping or 2-day shipping, you must pay the shipping cost via credit card.

For complete information on AAU Awards, please refer to the *Awards Application Form.*

Claim Forms
In case of any incidents during your event, make sure you have copies of the AAU Claim Forms at the tournament. These forms should be completed and submitted to the address on the instruction page immediately after an incident. This holds true whether the person involved is a participant or spectator, or whether or not you feel the incident will result in a claim. Please follow all the directions on the form. Claim forms are available at www.aausports.org by clicking in the Gray Quick Links box on Find Insurance Info.

DISTRICT AAU
Cheerleading
EVENT NAME
EVENT DATE
Hosted by CLUB NAME
CITY, STATE

AGE GROUPS:

ENTRY FEE: **$**

ENTRY DEADLINE: **DATE**

AWARDS:

FORMAT:

RULES: **Meet will follow current AAU Rules**

ENTRY FEES PAYABLE TO:

- This event is licensed by the Amateur Athletic Union of the U.S., Inc.
- All participants must have a current AAU membership.
- AAU membership may not be included as part of the entry fee to the event.
- AAU Youth Athlete membership must be obtained before the competition begins.
- BE PREPARED! Adult and Non Athlete memberships are no longer instant and cannot be applied for at event.
- Please allow at least 10 days for membership to be processed.
- Participants are encouraged to visit the AAU website www.aausports.org to obtain their membership

FOR MORE INFORMATION:
(CONTACT INFO)

What are the benefits of AAU Membership?

The Amateur Athletic Union has been raising champions for more than a century. Since 1888, the AAU has set the standard for amateur sports in the United States. Our motto is "Sports For All, Forever!;" we believe in sport activity from ages 2-99. By joining the AAU, you will have the resources of a multi-million dollar organization while maintain administrative control of your event. The AAU is a nationally recognized brand, logo with established and recognized sport rules. The AAU is proud to host more sporting events for more age divisions in more cities than any other organization in the world.

Your club and members will receive benefits of a multi-million dollar insurance program with convenient online services. If you license your event with the AAU, you will have marketing opportunities and eblast promotions of your event **to the 1 million** plus current and past members of the AAU as well as listing the event on our local and national websites.

Our membership fees are low and we offer a variety of sports. Your one (1) membership is valid for any of our 30+ sports! We offer two types of individual AAU memberships and three levels of club AAU memberships.

Individual Memberships (See AAU Insurance Program Summary of this packet)

1. **Athlete Memberships** with Sport Accidental Insurance Benefits
   a. $14 Regular membership
   b. $16 Extended Coverage (AB) membership

Allows AB members to participate in non-AAU licensed events (*See separate handout)

2. **Non –Athlete Memberships** with Sport Accidental Insurance Benefits
   a) $16 Regular membership
   b) $18 Extended Coverage (AB) membership

Allows AB members to participate in non-AAU licensed events (*See separate handout)

Club Memberships (See AAU Insurance Program Summary of this packet) Note: In order to purchase a club membership you must first purchase individual non-athlete memberships for your club contacts.

1. **Club Level 1** with Liability Insurance Benefits
   a) Eligible to participate in events
   b) Eligible to vote at appropriate District meetings
   c) Eligible to receive license for practice insurance

2. **Club Level 2** with Liability Insurance Benefits
   a) Eligible to participate in events
   b) Eligible to vote at appropriate District meetings
   c) Eligible to receive license for practice insurance
   d) Eligible to receive license to host an event
   e) Eligible to use AAU Name & Logo in AAU licensed events

3. **Club Level 3** with Liability Insurance Benefits
   a) Eligible to participate in events
   b) Eligible to vote at appropriate District meetings
   c) Eligible to receive license for practice insurance
   d) Eligible to receive license to host an event
   e) Eligible to use AAU Name & Logo in AAU licensed events
   f) Eligible for tax-exempt status
   g) Eligible to accept tax-exempt donations
   h) Eligible to become sales tax exempt in your state

EXTENDED COVERAGE PROGRAM (AB)

The Extended Coverage (AB) coverage program was developed to extend coverage for AAU members while participating in events hosted by organizations that are not member clubs of the AAU. Coverage in this program is provided for properly registered athletes or non-athletes for events in the United States of America (including its territories and possessions) Puerto Rico, and Canada.

To have extended coverage (AB), the following criteria applies:

- For team competitions, the entire competing team and coach (non-athlete) must be AAU extended coverage (AB) members.
- For individual competitions, each competing individual must be an AAU extended coverage (AB) member and must be supervised by an AAU extended coverage (AB) registered coach.
- The competition must be formally scheduled, supervised and conducted by a recognized sport association, civic organization or school (and not be a member of the AAU).
- If you are a member of the AAU in the extended coverage (AB) category and conduct an event that is not licensed by the AAU, you forfeit your rights of extended coverage (AB), for that event only.

Benefits of the AB program are:

- Sports Accident
- General Liability
- Certificates of Insurance

Who is insured?

- Athletes
- Non-Athletes
- Member clubs/teams
- Amateur Athletic Union of the United States, Inc.

When does AB coverage take effect?

- Coverage takes effect when AAU registered members in the extended coverage (AB) category are participating in **events hosted by organizations that are not member clubs of the AAU.**
- **Example:** All of Jim's Basketball Team members are registered AAU extended coverage (AB) members. Jims Basketball Team is participating in an event hosted by the local Park and Recreation organization. The Park and Recreation organization is not a member club of the AAU nor is the event sanctioned by the AAU. Jim's Basketball Team has coverage in this situation by being AAU extended coverage (AB) members.

AAU Insurance Program Summary

AAU Insurance is a benefit of membership.
Club Membership insures practices and an event sanction insures competitions/clinics etc.,
Everyone participating must also have an individual AAU Athlete or Non Athlete Membership

SPORTS ACCIDENT: Coverage is provided for properly registered members that are injured during an approved event. Coverage is excess medical and becomes primary if there is no other coverage.	
Excess Medical	$50,000
Youth/Non Athlete Deductible (can be removed or disappear with primary insurance)	$200
Adult Athlete Deductable (can be removed or disappear with primary insurance)	$500
Accidental Death & Dismemberment	$10,000
Dental Insurance	100% U&C Included in Policy Max

Who is insured? (The following categories include but are not limited to)

Athletes and Non-Athletes
Registered Members residing in foreign countries are covered while participating on U.S. Soil.

Covered events

Sanctioned Events: This is an event that has been applied for and received a sanction from the AAU of the U.S. Inc.
Supervised Practices for member clubs.

GENERAL LIABILITY COVERAGE	**LIMITS**
Each Occurrence - **per club/team**	Up to $10,000,000
Aggregate - **per club/team per year**	Up to $12,000,000
Products/Completed Operations Aggregate	Up to $12,000,000
Personal and Advertising Injury	Up to $10,000,000
Participant Legal Liability	Part of Per Occurrence Limit
Damage to Premises Rented to you	$1,000,000
Medical Expenses (any one person)	$5,000
Sexual Abuse & Molestation - Each Occur	$1,000,000
Sexual Abuse & Molestation - Aggregate	$2,000,000
Crisis Management Coverage/Bell Endorsement	Included
Participant vs. Participant	Up to $1,000,000

Who is insured? (The following categories include but are not limited to)

Athletes and Non-Athletes, Registerd Members residing in Foreign Countries are covered while participating on U.S. Soil
Member clubs/teams when all participants are registered as athletes or non athletes
Event organizers, promoters, sponsors and managers of AAU sanctioned events
Volunteers while acting in their capacity at an AAU sanctioned event
AAU of the USA, Inc.
AAU Districts, AAU Governors and Administrators, AAU Directors & Officers
Officials while acting in their capacity at an AAU sanctioned event
Spectators

Covered events

Sanctioned Events: This is an event that has been applied for and received a sanction from the AAU of the U.S. Inc.
Supervised Practices for member clubs.

EXTENDED COVERAGE (AB) INSURANCE PROGRAM

The Extended Coverage (AB) program was developed to extend coverage for AAU members while participating in events hosted by organizations that are not member clubs of the AAU. Coverage in this program is provided for properly registered athletes or non-athletes.

Sports Accident	$50,000
Liability Coverage	Up to $10,000,000
Aggregate - per club/team per year	Up to $12,000,000

Extended Coverage (AB) Is not available in the sport of Adult Taekwondo
Any organization that is a member of the AAU and hosts an event that is not sanctioned by the AAU would not have any coverage for the event, even if its members are AAU AB Registered.

VERIFICATION OF INSURANCE AVAILABLE

ALL INSURANCE CERTIFICATES ARE AVAILABLE AT WWW.AAUSPORTS.ORG UNDER THE INSURANCE OVERVIEW TAB

Verification of Insurance: This document verifies the club has insurance coverage as defined by the AAU policy and extends the club's coverage to a third party (if accepted by the third party). Your specific club name will appear on the document. **Free-Documents Available immediately.**

THIRD PARTY/ADDITIONAL INSURED INSURANCE CERTIFICATES AVAILABLE

ALL INSURANCE CERTIFICATES ARE AVAILABLE AT WWW.AAUSPORTS.ORG UNDER THE INSURANCE OVERVIEW TAB

This program is designed to provide member clubs the ability to obtain certificate(s). The fee structure is based on requesting the third party/additional insured certificate(s) at least 30 days before coverage start date or incurring an expedite fee

Fee Structure	Fee	Expedite Fee	Total
Start Date is 31 + days from today	$35	NA	$35
Start Date is 16-30 days from today	$35	$65	$100
Start Date is 0-15 days from today	$35	$100	$135

For the fees listed above, you may request up to 200 third party/additional insured certificate(s) in one transaction. If you do not list all requests on your initial submission, there will be a $25.00 transaction fee each time you return to list additional requests. For each facility/entity over 200 there is a $10.00 per facility/entity fee.

PRACTICE CERTIFICATES: Fees apply. This certificate extends coverage for members during practice and practice only. The practice must be scheduled & supervised by an AAU non-athlete member. It specifically names the third party/additional insured, confirms the club has coverage as defined by the AAU policy and extends the club's coverage to the third party/additional insured. (This certificate is applicable where needed for CG 2026 1185).
Available 2 hours after certificate request

EVENT CERTIFICATES: Fees apply. This certificate extends coverage for activities such as leagues, tournaments, clinics and other events approved by the Amateur Athletic Union of the United States, Inc. There must be a sanction number relative to this event. Sanctions may take up to 16 days for approval. It specifically names the third party/additional insured, confirms the club has coverage as defined by the AAU policy and extends the club's coverage to the third party/additional insured. (This certificate is applicable where needed for CG 2026 1185).
Available 2 hours after Approval of Event Sanction Application

SPONSOR: Fees apply. This certificate extends coverage to a benefactor or donor who supports a member club. The sponsor name will appear on the certificate(s). It confirms the club has coverage as defined by the AAU policy and extends the club's coverage to the third party/additional insured.(This certificate is applicable where needed for CG 2026 1185). This type of certificate request must be submitted to the AAU National Office for processing.
Available 24-48 hours after request has been submitted and accepted.

EXTENDED COVERAGE (AB) CERTIFICATE: Fees apply. This certificate is for AAU member clubs while participating in events hosted by organizations that are not member clubs of the AAU. These non-AAU events include leagues, tournaments, clinics, etc. This certificate must be obtained by an AAU member club. This certificate insures the named third party in regards to the AAU member club's sole negligence. The entire competing team and coach (non-athlete) must be AAU AB members. If you are a member of the AAU in the AB category and conduct an event that is not sanctioned by the AAU, you forfeit your rights of AB coverage for said event. This type of certificate request must be submitted to the AAU National Office for processing.
Available 24-48 hours after request has been submitted and accepted.

This brochure is only a brief description of the coverage available under the AAU Policies. The policies may contain reductions, limitations, exclusions and termination provisions. If there is a conflict between the contents of this document and the policy, the terms and conditions of the policy will govern in all cases.

Suggestions to get you started

Forming a team can be a little overwhelming so the following are a few things to consider when beginning the process.

Important Considerations

The four most important considerations in forming a team are developing a philosophy for your team, finding committed players, finding a coach and finding a practice facility.

Develop Philosophy

Will it be a participation team where everyone gets equal playing time or a performance team where playing time must be earned? If the coach and the players don't buy into the philosophy of the team it will eventually lead to problems and hard feelings.

Selection of Players

- Will you run area wide or local tryout?
- Will they be open tryouts or by invitation only?
- Are tryouts necessary or will you just select your own team?
- You will also need to decide how many players you will have on your teams' roster. Cost, which is addressed in the next section (click on Financial Obligations of Clubs/Teams) have some impact on that decision.

Review AAU Cheerleading Handbook and AAU Code Book

Visit www.aaucheerleading.org and obtain a Cheerleading Handbook with all the rules and regulations by clicking on the Handbook link under the Rules/Info Tab. This will help you with you all age/divisions questions and make you knowledgeable of AAU rules and regulations. You should then contact your Cheerleading Sports Director or visit their website, which you can find at www.aaucheerleading.org. By visiting this website you will be able to get information on local upcoming events.

Develop a Budget

You must first figure out how much money you need to run your club. You have an option of dividing the cost of running your club amongst the number of players on your team. If you want to supplement the amount of money the players are responsible to contribute or if you do not want the players to contribute any money then you must do one of the following action points.

Get a Sponsor

Find a local business or person in your area that would like to sponsor your team either with money or merchandise.

Solicit Donations

Your first step in this process is to visit www.aausports.org and get a Club Level 3 membership. Selecting a Club Level 3 membership makes your club a subordinate under the AAU's Group exemption program, making the entity a tax-exempt organization. Level 3 Clubs are eligible to accept tax-exempt donations directly. (See club memberships).

Suggestions to get you started
(continued)

Host a Tournament
Hosting a tournament can give your club an opportunity to raise money for your team. Questions? For further information on how you can begin running AAU leagues, tournaments, and clinics, please contact sursch@aausports.org for more info.

The information provided above is general guidelines to be followed at your discretion. The AAU does not endorse any particular organizational process or Claim to have exact knowledge on how to start or find a team.

*The information provided above are general guidelines/suggestions to be followed at your discretion.

AAU CHEERLEADING

Program Overview

The AAU Cheerleading program offers opportunities for athletes of all ages, in all skill levels. Events are held throughout the country, including local competitions, invitationals, District Championships, and National Championships.

*For Nationals qualifying information refer to the AAU Cheerleading handbook.

Benefits of AAU Cheerleading

- An opportunity to follow in the footsteps of former AAU athletes: B.J. Upton, Prince Fielder, Mark Spitz, Shaquille O'Neal, Kerri Strug, Chamique Holdsclaw, Greg Louganis, Ryan Klesko, Dan Gable, Carl Lewis, Jackie Joyner-Kersee, and many others.
- Membership that includes insurance coverage.
- Ability to participate at the world-famous ESPN Wide World of Sports Complex, and other great facilities throughout the country.
- Travel, make new friends, continue education, and create unforgettable memories.
- Membership in an organization long recognized for its position in amateur sports.

National Contacts

National Chair
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National Office Contacts
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PO Box 22409
Lake Buena Vista, FL 32830

*The information provided above are general guidelines/ suggestions to be followed at your discretion.

Cheer Age and Skill Divisions

Cheer Division	Age	Level
Tiny Cheer	5 & Under	Level 1
Mini Cheer	8 & Under	Level 1-2
Youth Cheer	11 & Under	Level 1-5
Junior Cheer	14 & Under	Level 1-5
Senior Cheer	18 & Under	Level 1-5
Special Needs	Any age	N/A

The AAU Cheerleading program provides an avenue of competition for many ages as well as both genders. For more specific details on age division please visit the website www.aaucheerleading.org and review the AAU Cheerleading handbook.

Equipment

The AAU Cheerleading program suggests the following equipment:

1. One (1) competition spring floor gymnastics exercise mats, including Stratum Palmer deck, 2" cross link foam and carpet with boarders. The floor must be a minimum of 40'x40'.
2. Practice/Warm-up mat which can be either one (1) additional spring floor mat, a 40'x40' spring tumbling strips or cheerleading mat.
3. Both the competition and practice floors, all mat lines must be set horizontally to the front of the venue.

Visit
www.aaucheerleading.org
for more information.

AAU CHEERLEADING

Safety

The AAU Cheerleading Program follows the rules established by the USASF:

1. All athletes must be supervised during all official functions by a qualified director/coach.
2. Coaches must require proficiency before skill progression.
3. Athletes must always practice and perform on an appropriate surface. Technical skills (stunts, pyramids, tosses, or tumbling) may not be performed on concrete, asphalt, wet or uneven surfaces or , surfaces with obstruction.
4. Soft-soled shoes must be worn while competing.
5. Jewelry of any kind is not allowed; must be removed.
6. Any height increasing apparatus used to propel an athlete is not allowed (Exception: spring floor)
7. Flags, banners, signs, pom poms, megaphones, and pieces of cloth are the only props allowed.
8. On the level grid, all skills allowed for a particular level encompass all skills allowed in the preceding level.
9. Required spotters for all skills must be your own team's members
10. Competition routines shall not exceed 2 minutes and 30 seconds.

*For more specifications and information please see the AAU Cheerleading handbook at www.aaucheerleading.org.

Facility Space

- The AAU Cheerleading program suggests approximately 8,000 sq. ft with a practice area of approximately 5,000 sq. ft. The minimum ceiling height is 35ft. high. The suggested air temperature is 68-78 degrees (F) with appropriate lighting.
- Additional suggestions for competitions/ meets:
  - >PA System
  - >Meeting Room
  - >Hospitality Room
  - >Storage Room
  - >Awards Presentation Area
  - >Other space as necessary

Competition Rules

The AAU Cheerleading program shall follow the competition rules of the United States All Star Federation (USASF) with the exceptions and modifications listed in the AAU Cheerleading handbook at www.aaucheerleading.org.

Categories of Competition

The AAU Cheerleading program offers the following:

1. Team Competition
2. Pom Squad Competition
3. Stunt Team Competition
4. Crowd Leader Competition
5. Solo Cheer Competition
6. Jump Competition
7. Tumble Pass Competition
8. Exhibition Competition

These competitions are offered for Levels 1-5 for small, medium or large teams.

*For more specifications and information please see the AAU Cheerleading handbook at www.aaucheerleading.org.

Eligibility

The AAU Cheerleading program eligibility requirements are as follows: 1) Age division range from 5 –18 years old. The age is determined by August 31, 2014 throughout the 2014/2015 competition year.

Practice

Set a practice schedule that best fits your program, budget and facility. Create the schedule according to your number of athletes, time allotted, fee paid, staff availability and etc. as necessary.

*The information provided above are general guidelines/ suggestions to be followed at your discretion.

AAU CHEERLEADING

Hosting an Event(s)

Suggestions for getting you started:

1. Create a budget for the event
2. Secure a facility and contract
   >Include equipment, supplies and other as you find necessary
3. Create an administrative team

Meet Director	Concessions Coordinator
Judges Coordinator	Sponsors/Marketing Coordinator
Hospitality Coordinator	Awards Coordinator
Registration Coordinator	Other as you find necessary
Ticket Sales Coordinator	

4. License the event with the AAU
5. Solicit sponsorships
6. Secure housing arrangements and contracts
7. Set up registration process
8. Promote via AAU website calendar of Events, email blast, registration info, and other creative ideas
9. Set a tentative schedule
10. Secure judges
11. Secure scoring system
12. Purchase supplies, awards, concessions, office supplies, decorations and etc. as you find necessary.
13. Post final schedule.
14. Results
    >post onsite throughout event
    >post online
    >submit to AAU post event
15. Wrap up/Review
    >Review budget
    >Create a pros and cons list for future events

Scoresheets

The AAU Cheerleading program provides score sheets online at www.aaucheerleading.org.

1. Choreography Score Sheet
2. Tumbling Score Sheet
3. Team Building Score Sheet

Judges

The AAU Cheerleading program provides a simple test for individuals to become a judge. Once the individual has passed the judges certification, we will post his/her contact information online for event operators.

To request the AAU Cheerleading judge's test please contact sursch@aausports.org and request the information.

Please review the AAU Cheerleading handbook to study at www.aaucheerleading.org.

Visit

www.aaucheerleading.org

for more information.

*The information provided above are general guidelines/suggestions to be followed at your discretion.

2015 AAU Cheerleading National Championship

2015 AAU Junior Olympic Games Cheerleading

August 3-4, 2015

Hampton Roads, VA

More details at www.aaucheerleading.org

AAU is…

"AAU was a springboard to everything I have achieved."
- Van Chancellor
Basketball Legend

"It's not about being the best. It's about discovering what your best is."
- Peyton Manning
Indianapolis Colts

"I have always admired the organization. The AAU does wonderful work."
- Eddie Einhorn
Owner of Chicago Bulls and Chicago White Sox

"Our NFHS strategic plan called on us to reach out to organizations such as the AAU."
- Robert F. Kanaby
Executive Director, NFHS

"For me to win the AAU James E. Sullivan Award – Wow, people really respect me."
- Chamique Holdsclaw
WNBA Player

"What I respect about the AAU is it's well organized and well put together. Keep it up AAU."
- Shaquille O'Neal
NBA Player

"You know what I like about AAU? AAU saves lives! It takes kids off street corners and away from drugs. AAU is a great organization!"
- Percy "Master P" MIller
Entrepeneur

"The AAU has been a powerful force in the great athletic success the United States has enjoyed."
- Gerald R. Ford
38th President of the United States