



The **2025 AAU Junior Olympics Cheerleading Championship** is a competitive cheer event held as part of the **Amateur Athletic Union (AAU) Junior Olympic Games** which are scheduled to be held at the George R. Brown Convention Center, Houston, TX. on July 28th-29th, 2025. It provides young athletes with an opportunity to showcase their skills in cheerleading, including stunts, tumbling, jumps, and dance routines.

### Key Details About the Event:

- **Organizer:** Amateur Athletic Union (AAU), AAU Cheerleading, Open Championships Series
- **Age Groups:** Typically for mini, youth, junior and senior athletes
- **Divisions:** Varies based on skill level, age, and type of cheer (e.g., all-star, school, recreational)
- **Competition Format:** Teams perform choreographed routines and are judged based on execution, difficulty, creativity, and synchronization
- **Location:** George R. Brown Convention Center, Houston, TX

### How to Participate:

- Teams must **register through** AAU registration on OCS registration platform.
- Athletes and teams must **register** through AAU membership and follow eligibility guidelines.

### How to Register:

1. **Check Eligibility:**
  - Open to mini, youth, junior, and senior cheerleading teams that meet AAU's qualification standards.
  - Scoring and divisions are based on the Open Championship Series scoring system
2. **AAU Membership:**
  - Athletes and coaches must have an **AAU membership** to participate.
  - Memberships can be purchased on the official **AAU website** ([www.aausports.org](http://www.aausports.org)).
3. **Register for the Event:**
  - Registration details, deadlines, and fees will be posted on the **AAU Cheerleading page** as the event approaches.
  - Teams should prepare routine videos and paperwork if required
4. **Prepare for Competition:**
  - Review **AAU Cheerleading Rules & Guidelines** to ensure compliance.
  - Teams will be judged based on **difficulty, execution, synchronization, and creativity**



## **AAU Junior Olympic Cheer – Gym Recruitment Toolkit**

To help **gyms recruit more athletes** for the **AAU Junior Olympic Cheerleading Championship**, we'll create a **custom recruiting tool** with marketing materials, social media templates, and strategies.

### **Goals of the Recruitment Toolkit:**

Help **cheer gyms, schools, and rec teams** recruit more athletes for the event

Provide **ready-to-use flyers, social media posts, and email templates**  
Build excitement and attract **new & experienced cheerleaders**

---

## **1. Recruiting Strategy for Gyms & Coaches**

### **A. Host an AAU Junior Olympic Team Cheer Tryout & Information Session**

- ✓ **"Path to the Jr Olympics " Meeting:** Hold a gym meeting explaining the opportunity to compete at the **AAU Junior Olympics**.
- ✓ **Tryout Clinics:** Invite all skill levels to try out and learn about the **Houston 2025 event**.
- ✓ **Parent Info Packet:** Give parents all the details on **costs, travel, and benefits** of competing.

#### **Coach Script Idea:**

*"Have you ever dreamed of competing on the Jr Olympic stage? This is YOUR chance! Join our team and represent [Gym Name] at the 2025 AAU Junior Olympic Cheerleading Championship in Houston!"*

 **Bonus:** Offer a **free trial practice** for new athletes!

---

## **2. Recruiting Flyers & Posters (For Schools, Gyms & Community Centers)**

### **Flyers will include:**

- ✓ **"Join Our AAU Jr Olympic Cheer Team" Flyer** – Team signup info
- ✓ **"AAU Cheer Tryouts – Sign Up Now!" Flyer** – Gym's tryout details
- ✓ **FAQ Section** – How to register, costs, and event details
- ✓ **Gym Contact Info & QR Code to Sign Up**



#### 💡 Distribution Ideas:

- Post in **gym lobbies, schools, community centers**
- Hand out at **local sporting events & competitions**
- Attach to **emails & newsletters for parents**

---

### ➡ 3. Social Media Recruiting Templates for Gyms

#### 🔥 Custom Graphics for Gyms to Post on Instagram, Facebook & TikTok:

✓ "AAU Jr Olympic Cheer Tryouts – Are You Ready?" Post 🇺🇸

✓ "Join the Road to Houston!" Post 🏆

✓ **Testimonial Post:** Feature current gym athletes excited to compete!

✓ **Countdown Story Templates:** "30 Days Until Tryouts!"

#### 💡 Hashtags for Recruiting:

#AAUCheerHouston #JoinOurCheerTeam #AAUJuniorOlympics #RoadToGold

#### 🎤 Gym Social Media Caption Example:

🇺🇸 **CALLING ALL CHEERLEADERS!** 🇺🇸

Want to compete on the BIG STAGE at the **AAU Junior Olympic Cheerleading Championship in Houston?** 🌟 Join **[Gym Name]'s AAU team** and train to become a champion! 🏆

📍 Tryouts: [Date] at [Gym Location]

✉️ Sign up today: [Link]

---

### 4. Recruitment Email Template for Gyms

✉️ **Subject Line:** 🔥 Join Our AAU Cheer Team – Tryouts Happening Now! 🔥

🇺🇸 **Header:** Your Path to the AAU Junior Olympic Games Starts Here!

#### 📖 **Body:**


🇺🇸 **[Gym Name] is recruiting athletes to compete at the 2024 AAU Junior Olympic Cheerleading Championship in Houston, Texas!**

🏆 Train with the best, compete on a **national stage**, and make unforgettable memories!



### **Who Can Join?**

- ✓ Cheerleaders of all skill levels are welcome!
- ✓ Must be Mini, Youth, Jr, Senior ages
- ✓ Committed to training & competing at the AAU Championships

 **Tryouts Date:** [Insert Date] at [Gym Location]

 **Sign Up Here:** [Insert Registration Link]

 Don't miss this opportunity! Tag a friend who should try out!

---

## **5. Gym Incentives for Recruiting More Athletes**

### **Gym Rewards:**

- ✓ **"Bring a Friend" Discount:** Athletes who refer friends get a discount on travel fees!
- ✓ **Team Merchandise Giveaway:** Free **AAU Cheer T-shirts or bows** for those who sign up early!
- ✓ **Top Recruiter Award:** Prize for the athlete who brings the most new team members!

 **Would you like a printable "AAU Cheer Parent Info Packet" to send home with athletes?**   

---






## RECRUITING PLAN 1 (Allstar, Community & School-Based Programs)

### Goal:

- ✓ Recruit **new** and **beginner-level athletes** who may not have competed nationally before.
- ✓ Focus on **fun, inclusivity, and local pride** to attract athletes & parents.
- ✓ Use **word-of-mouth, school partnerships, and social media** to build a team.

### Strategy for Small Gyms:

#### ✓ 1. Partner with Local Schools & Community Centers

-  Host a **"Cheer Info Night"** at middle/high schools to introduce students to AAU Cheer.
-  Offer **gym open house events** with free trial cheer classes.
-  Distribute flyers to **after-school programs, dance studios, and rec leagues**.




#### ✓ 2. Run a "No Experience Needed" Tryout Campaign

##### Social Media Post:

*"Ever wanted to try cheerleading? NO EXPERIENCE NEEDED! Join us for a fun tryout and be part of our AAU Junior Olympic team!"*

 **Goal:** Encourage **new athletes & parents** who may not realize they qualify.

#### ✓ 3. Parent & Athlete Incentives

-  **Referral Program:** Give discounts to athletes who bring a friend!
  -  **Merch Giveaway:** First 10 sign-ups get a **FREE team T-shirt or bow**.
  -  **Flexible Training Options:** Offer **weekend or after-school practices** to fit schedules.
-



## GYMS RECRUITING PLAN 2 (All-Star & Elite Teams)

### Goal:

- ✓ Recruit **advanced athletes** looking for a national-level competition.
- ✓ Target **cheerleaders already in other programs** who want an additional championship experience.
- ✓ Use **hype videos, influencer marketing, and sponsorships** to stand out.

### Strategy for Competitive Gyms:

#### ✓ 1. “Road to Houston” Hype Campaign

 Create a **fast-paced, high-energy recruiting video** showing elite-level stunts & tumbling.

 Post on **Instagram Reels, TikTok, and YouTube Shorts** with #AAUCheerHouston.

 Feature **Testimonials** from athletes who competed at AAU in past years.

#### ✓ 2. Social Media Takeover with Influencers

 Partner with **popular cheerleaders, coaches, or fitness influencers** to promote tryouts.

 Go **Live on Instagram or TikTok** and let **current athletes answer questions** about joining.


#### ✓ 3. Exclusive “Elite Training Sessions” for Potential Recruits

 Host an “**Invitation-Only AAU Jr Olympic Cheer Clinic**” where top prospects get:

 A **private skills assessment** with coaches.

 A **mock routine practice** to experience the team vibe.

 Free **team wristbands or water bottles** for attendees.

 **Bonus:** Offer a **special contract option** for current all-star athletes who want to compete at AAU Jr Olympics **without switching gyms!**

---



## AAU Junior Olympic Cheer – Pick-Up Team Recruitment Plan

Many gyms have **athletes who already train there** but may not be part of a full **competition team**. A **Pick-Up Team Strategy** lets gyms **recruit their own athletes** for the AAU Junior Olympic Cheerleading Championship without affecting their regular team commitments. 💪

---

## What is a Pick-Up Team?

- ✓ A **special team** formed from **current athletes** who want to **compete at AAU Junior Olympics** but are not competing with existing team.
  - ✓ Open to **all-star, school, and recreational** athletes from within the gym.
  - ✓ Athletes **train together part-time** while still participating in their regular programs.
  - ✓ A great way for **gyms to send a team to AAU** without interfering with regular competition schedules.
- 

## 1. Recruiting Pick-Up Team Athletes From Your Own Gym

### Goal:

- ✓ Give **current** gym members a **new opportunity** to compete at AAU Jr Olympics.
- ✓ Keep experienced **all-star, high school, and rec cheerleaders** involved.
- ✓ Offer a **flexible training schedule** so it works alongside their current team.

### Recruitment Strategies:

- ✓ **1. Identify Strong Candidates**
  - 📌 Talk to **athletes who are excelling but may not be on a travel or elite team**.
  - 📌 Invite **stunt groups or small teams** that may want an additional competition.



- ✓ 2. Host a “AAU Jr Olympic Tryout Day” for Current Gym Members
- 📌 Offer a **special team evaluation** for in-house athletes interested in joining.

📌 **Skill assessment:** Look for well-rounded cheerleaders with **solid jumps, tumbling, and stunts.**

### ✓ 3. Offer Flexible Training Commitments

- 📌 Many athletes **don’t want to leave their regular team.** Make it **clear** they can compete at

AAU Jr Olympic team **without switching gyms or current team.**

- 📌 Offer **1-2 extra practices per week** instead of a full all-star schedule.

### 🎤 **Coach Announcement Example:**

*"Want to compete at the AAU Junior Olympic Cheer Championship without changing your current team? Join our **AAU Pick-Up Team** and train with the best while keeping your regular schedule!"*

---

## 2. Recruiting for a Pick-Up Team (Social Media & Flyers)

### 🔥 **Social Media Recruiting Post (For Gym Instagram & Facebook)**

#### ➡ **Caption Example:**

📢 **NEW TEAM ALERT!** Want to **compete at the AAU Junior Olympic Cheerleading Championship** in Houston but stay on your current team? Our **Pick-Up Team** is the perfect way to train & compete at a national level! 🔥

- ✓ Keep your current team!
- ✓ Train just **once or twice a week**
- ✓ Compete in **Houston, TX, on July 28-29!**

✉️ DM us or sign up at the front desk! 💪🏆  
#AAUCheerHouston #AAUPickUpTeam #JoinOurTeam

## 3. Incentives for Gym Athletes to Join the Pick-Up Team

- ✓ **Additional Experience for Current Gym Members**
- ✓ **Custom "AAU Pick-Up Team" Practice Gear** (Shirts, bows, wristbands)
- ✓ **Top Performers Get a Special Recognition at AAU**






### Bonus:




Offer **scholarships** or **team fee reductions** for top performers who need financial help!

---

## AAU Junior Olympic Cheer – Pick-Up Team Training Plan

Since **Pick-Up Teams** are formed from **existing gym athletes** with different backgrounds, the training plan must be **flexible, efficient, and focused on teamwork** while keeping their **current team schedules** in mind. 

# AAU Pick-Up Team Training Structure

-  **2 practices per week** (Short, focused training sessions)
-  **Skill-based training** with an emphasis on execution & teamwork
-  **Routine clean-up sessions** closer to competition

### Training Tip:

Many Pick-Up Team athletes already train **in separate programs** (all-star, school, rec). Keep **AAU practices light** but **high-intensity** to avoid burnout.

---

## 1. Training Schedule Overview

### 6-8 Week Training Plan

Week	Focus Area	Practice Goals
Week 1	Team Formation & Skill Assessment	Assign stunt groups, assess tumbling, work on timing
Week 2	Choreography Breakdown	Teach routine sections, focus on synchronization
Week 3	Stunt & Pyramid Training	Ensure safe execution & build difficulty
Week 4	Tumbling & Jumps Perfection	Sharpen technique & add difficulty



Week 5	Routine Full-Outs (Half-Pace)	Begin piecing sections together
Week 6	Full-Outs with Timing & Clean-Up	Increase stamina & polish transitions
Week 7	Final Run-Throughs	Routine review & last-minute adjustments
Week 8	Competition Readiness	Confidence-building & mock performances

**Bonus:** If a team has **limited practice time**, extend the plan to **10-12 weeks with fewer practices per week**.

## 2. Practice Schedule Example (2x per Week)

Day	Focus	Time
Mon	Stunts & Pyramids	1.5 Hours
Thurs	Tumbling & Routine Sections	1.5 Hours

🎯 **Optional:** Add a **Saturday or Sunday run-through** during the last few weeks before competition.

---

## 3. Training Priorities

### ♦ Stunts & Pyramids

- ✓ Assign stunt groups **early** based on athlete strengths.
- ✓ Use **modified versions** of advanced stunts if necessary (since Pick-Up Teams may not train together year-round).
- ✓ Focus on **clean execution over difficulty**.

### ♦ Jumps & Tumbling

- ✓ **Drills for synchronization** (especially if athletes come from different training styles).
- ✓ Use **team formations** to create a polished look even if skill levels vary.

### ♦ Routine Cleaning



- ✓ Break down **sections into 8-counts** and drill repetition.
- ✓ Emphasize **energy & performance** (not just skills).
- ✓ **Film run-throughs** and **review as a team** for instant corrections.



#### **Tip for Coaches:**

Many **Pick-Up Team** athletes already have strong individual skills—focus on **getting them to perform as a unit** in a **short period of time**.

---

## **4. Optional Add-Ons for Pick-Up Team Success**



**1. Team Bonding Activities:** Since these athletes may come from different backgrounds, build **team chemistry early**.



**2. Virtual Review Practices:** Send **video assignments** for athletes to practice **counts, formations, & dance sections at home**.



**3. Guest Coaches & Spotters:** Bring in **specialists for stunts & tumbling refinement**.

---

### **Class Packages (8-Week Program) with Additional Fees-**

**SAMPLE BUDGET- MAKE SURE YOU INCLUDE ALL YOUR COSTS NEEDED)** Don't forget to include your AAU membership fees and use of AAU Junior Olympic Logo fee (\$60)

Hours Per Week	Breakdown	Base Tuition	Reg (\$85)	Coaches Fees (\$100)	Athlete Swag (\$50)	Total Cost
4 hs/week	2 Cheer + 2 Tumble	<b>\$432</b>	\$85	\$100	\$50	<b>\$667</b>
5 hrs/week	3 Cheer + 2 Tumble OR 3 Tumble + 2 Cheer	<b>\$540</b>	\$85	\$100	\$50	<b>\$775</b>

### **Notes:**



- **Hourly rate remains \$13.50** for class time.
- Registration, coaches' fees, and athlete swag are **one-time costs per 8-week session**.
- If you need profit margins or expense breakdowns, let me know!

## **SIMPLE PROFIT CALCULATION**

**Profit Calculation for 15 Athletes - SAMPLE ( make sure you base on your gyms needs)**

**(4-Hour Plan with \$667 Revenue Per Athlete)**

### **Revenue**

- **Total Revenue Per Athlete: \$667**
- **Total Revenue for 15 Athletes:**  
 **$\$667 \times 15 = \$10,005$**

### **Expenses Per Athlete**

- **Registration: \$85**
- **Coaches Fees: \$100**
- **Athlete Swag: \$50**
- **Total Expenses Per Athlete: \$235**

### **Total Expenses for 15 Athletes**

$$\$235 \times 15 = \$3,525$$

### **Profit Calculation**

- **Total Revenue: \$10,005**
- **Total Expenses: \$3,525**
- **Total Profit:  $\$10,005 - \$3,525 = \$6,480$**

### **Profit Per Athlete**

- **$\$6,480 \div 15 = \$432$  profit per athlete**



## CONTRACTS AND MORE

🔥 AAU Junior Olympic Cheer – Pick-Up Team Contract & Commitment Form 📄🏆

A **Pick-Up Team Contract** ensures that **athletes, parents, and coaches** are all on the same page regarding expectations, responsibilities, and commitment to training. 💪

---

### 📌 AAU Pick-Up Team Contract Overview

- ✓ Outlines athlete expectations (practices, attitude, commitment)
  - ✓ Explains competition travel & costs
  - ✓ Includes a parent agreement for financial & participation commitments
  - ✓ Covers injury liability, attendance rules, and uniform requirements
- 

### 📋 1. AAU Pick-Up Team Athlete & Parent Contract

📌 Title: 2024 AAU Junior Olympic Cheer Pick-Up Team Commitment Form

- 📌 Gym Name: \_\_\_\_\_
  - 📌 Athlete Name: \_\_\_\_\_
  - 📌 Parent/Guardian Name: \_\_\_\_\_
  - 📌 Team Name: \_\_\_\_\_
- 

#### ♦ Athlete Agreement (What is Expected from Athletes)



As a member of the [Gym Name] AAU Pick-Up Team, I understand that:

✓ I am committing to **training and competing** at the **2024 AAU Junior Olympic Cheerleading Championship in Houston, TX (July 28-29, 2024)**.

✓ I will **attend all scheduled practices** and notify my coach if an emergency arises.

✓ I will give **100% effort** at all practices, respect my teammates, and maintain a **positive attitude**.

✓ I will **follow safety guidelines**, listen to coaches, and work as a **team player**.

✓ I understand that missing **too many practices** could result in **changes to my role or removal from the routine**.

✓ I will **represent my gym professionally** at all AAU events, including in-person and online behavior.

✍ Athlete Signature: \_\_\_\_\_

#### ◆ Parent/Guardian Agreement (What is Expected from Parents)

As the parent/guardian of [Athlete Name], I agree to:

✓ **Ensure my child attends all required practices** and arrives on time.

✓ **Meet financial obligations** related to competition fees, travel, uniforms, and event costs.

✓ Support my child by **maintaining positive communication** with coaches & staff.

✓ Ensure my child **follows the team's Code of Conduct** and acts appropriately at all times.

✓ **Understand the refund & withdrawal policies** (no refunds after [date]).

✍ Parent/Guardian Signature: \_\_\_\_\_

#### ◆ Financial Commitment (Competition & Travel Fees)



- 💰 **Estimated Costs for AAU Junior Olympic Cheer:**
- 📌 **AAU Registration & Competition Fee:** \$ \_\_\_\_\_
  - 📌 **Team Practice & Coaching Fees:** \$ \_\_\_\_\_
  - 📌 **SWAG Package (Shirt, Bow, etc):** \$ \_\_\_\_\_
  - 📌 **Travel & Hotel Costs:** Estimated \$ \_\_\_\_\_ (paid separately)

- ✓ **Payment Due Date:** [Insert Date]
  - ✓ **Final Payment is Non-Refundable After [Insert Date]**
- 

#### ♦ **Injury & Liability Waiver**

- ✓ I understand that **cheerleading is a physically demanding sport** and there is a risk of injury.
- ✓ I give permission for my child to **receive emergency medical attention** if needed.
- ✓ I release **[Gym Name], AAU, and event organizers** from any liability related to injuries sustained during training or competition.

✍️ **Parent/Guardian Signature:** \_\_\_\_\_

---

#### ♦ **Media Release Agreement**

- ✓ I grant **[Gym Name] and AAU** permission to use **photos and videos of my athlete** for promotional and social media purposes.

✍️ **Parent/Guardian Signature:** \_\_\_\_\_

---



## 2. Coach Expectations & Athlete Dismissal Policy

### Coaches Agree to:

- ✓ Provide structured, professional training for all athletes.
- ✓ Prioritize athlete safety and development.
- ✓ Maintain open communication with athletes & parents.

### Dismissal Policy:

Athletes may be removed from the Pick-Up Team if they:

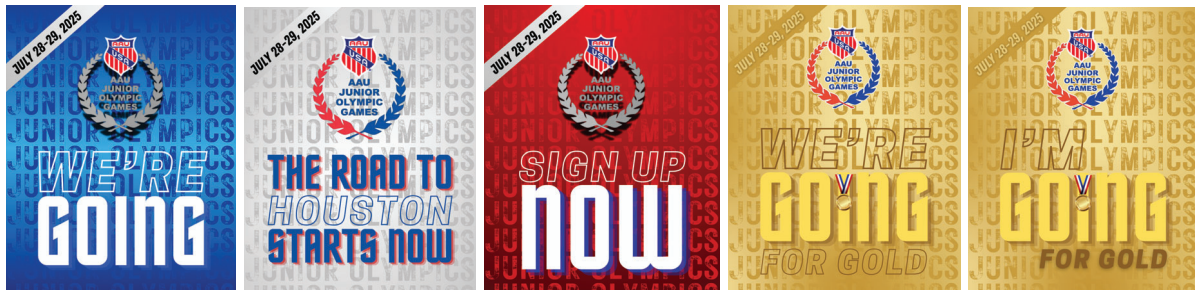
- ✗ Repeatedly miss practices without valid excuses.
  - ✗ Exhibit **disrespectful or unsafe behavior** during training or at the event.
  - ✗ Fail to complete payment requirements by the due date.
-



## WE'RE GOING TO THE JUNIOR OLYMPICS GRAPHICS

Use these graphics to let your customers know you intend on fielding a Junior Olympics team and you plan on attending the Junior Olympics. These graphics will generate interest and chatter online.

### Facebook and Instagram Templates:



View and Download these Templates at the following link: [CLICK HERE](#)

Make it your own in CANVA!

[CLICK HERE](#) to copy and modify these graphics directly in CANVA.

### Facebook and Instagram Story Templates:



View and Download these Templates at the following link: [CLICK HERE](#)

Make it your own in CANVA!

[CLICK HERE](#) to copy and modify these graphics directly in CANVA.

## WE'RE GOING TO THE JUNIOR OLYMPICS GRAPHICS (CONTINUED)

### **Profile Photo Frames:**

Upload these Profile Photo Frames to Your Facebook Page! Your customers can use these templates for their profile photos! For a step-by-step guide, [CLICK HERE!](#)



View and Download these Templates at the following link: [CLICK HERE](#)

Make it your own in CANVA!

[CLICK HERE](#) to copy and modify these graphics directly in CANVA.

## **TRYOUT AND INFORMATION SESSION GRAPHICS AND INFORMATION PACKET**

Use these graphics to communicate tryouts and information sessions for your Junior Olympics teams.

*GRAPHICS AND FOLDER COMING SOON*

## **RECRUITING FLYERS AND POSTERS**

Use these flyers and posters to advertise your Junior Olympics program.

*GRAPHICS AND FOLDER COMING SOON*

## **RECRUITING SOCIAL MEDIA GRAPHICS AND VIDEOS**

Use these graphics and videos to advertise your Junior Olympics program.

*GRAPHICS AND FOLDER COMING SOON*

## **RECRUITING EMAILS**

Use these graphics and email copy to send emails to your customers recruiting them to join your Junior Olympics program.

*GRAPHICS AND FOLDER COMING SOON*

## **GYM INCENTIVES GRAPHICS AND VIDEOS**

Use these graphics and videos in support of contests and promotions to incentivise your customers to sign up for your Junior Olympics program.

*GRAPHICS AND FOLDER COMING SOON*