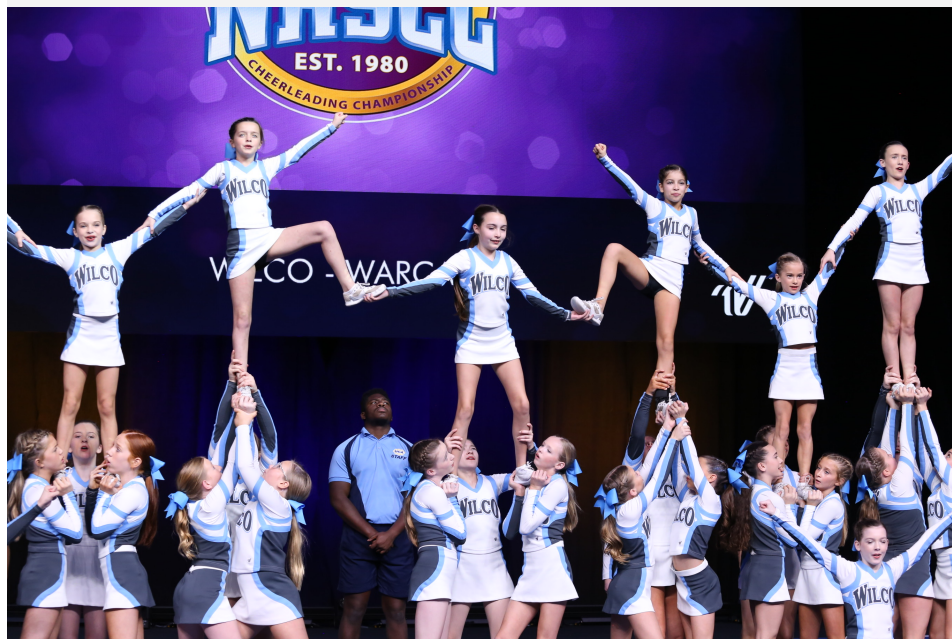




## Our Commitment to Excellence

Premier Athletics began in 1994 with its first competitive cheerleading team, since then it has grown to become the only gyms of its kind in the country. We are proud to have the highest quality competitive cheerleading teams in the area! Collectively Premier Athletics has won over 1000 National Titles, hundreds of World Cheerleading and Dance appearances, numerous top 10 finishes and Bronze, Silver and Gold Medal finishes. In addition, Premier Athletics has sent over 500 athletes to continue cheerleading, dance and gymnastics at various Colleges and Universities. Premier Athletics believes in providing quality training for its staff. All coaches attend numerous seminars and training sessions throughout the year to provide the best care, choreography and coaching to our athletes.



## *Who's Who at Premier*

Jay Noffsinger  
Owner

[jnoffsinger@premierathletics.com](mailto:jnoffsinger@premierathletics.com)

Greg Shannon  
Gym Manager  
[gshannon@premierathletics.com](mailto:gshannon@premierathletics.com)

Amy McCloud  
Office Manager  
[amcccloud@premierathletics.com](mailto:amcccloud@premierathletics.com)

Calvin Hassell  
Wilco Program Director  
[chassell@premierathletics.com](mailto:chassell@premierathletics.com)



215 Gothic Ct.  
Franklin, TN 37067  
615.661.0006

[www.premierathletics.com](http://www.premierathletics.com)

# What Is **WILCO**?

The WILCO program is made up of cheerleading teams that focus on competitive cheerleading. WILCO teams perform at local showcases, as well as compete at local and travel events.

WILCO teams perform a 2-and-a-half-minute routine with music that includes stunts, jumps, tumbling, & dance. A portion of the routine includes a cheer where team members use signs, poms, and megaphones to showcase their sideline skills.



## Team Selections

The safety and success of each, and every athlete is of the utmost importance to the Premier Athletics staff. Team Selection is a process of evaluations so we can put together the most competitive teams possible. Our goal is to build strong confident athletes and provide a safe environment.

It is important to understand that while winning is always the goal, our main priority is to ensure that our athletes have a good experience and learn lessons in team-work, confidence and overcoming life's obstacles.

Every athlete will be placed on a team for ages 6-12. Cuts could be made for the 13-18 year old team. We offer teams for multiple ages and skill levels. Every athlete will go through an individual evaluation process where they will demonstrate their abilities in stunts, jumps, tumbling and more. We pride ourselves on creating a non-stressful evaluation process. This is not a TRYOUT. It is a team placement process.

## Team Placements

### WILCO INFORMATIONAL PARENT MEETING

**Monday, March 20<sup>th</sup> at 7:00pm**

### WILCO TEAM SELECTIONS

#### Ages 6-12

**Team Placements: Thursday, March 23<sup>rd</sup>**

Ages 6-9 5:30-6:30

Ages 10-12 6:30-7:30

**Team Placements: Friday, March 24<sup>th</sup>**

Ages 6-9 5:00-6:00

Ages 10-12 6:00-7:00

#### Ages 13-18

**Tryouts will be held on April 14<sup>th</sup> 5:00-7:00**

(Cuts could be made)

**Athletes should wear a white shirt, black shorts,  
and a cheer bow. Hair should be pulled back.**

Evaluation Fee: \$50 due at team placements

Teams will be posted on March 26<sup>th</sup> on our social media pages.





## *Practice*

Practices are MANDATORY.

**WILCO will begin practicing immediately after Team Placements.**

Practices will be held twice a week.

Practice days and time will be determined after team placements.



## *Tumbling Classes*

Wilco is encouraged to take an extra hour of tumbling per week to improve their tumbling skills. In order to facilitate everyone's tumbling needs, we offer regularly scheduled tumbling classes at 50% off the regular rate. You must register for tumbling classes on a monthly basis.





## *Choreography & Camps*

UCA Camp– Premier Athletics  
June 9<sup>th</sup> – 10<sup>th</sup>

Choreography– Premier Athletics  
June 12 – 16<sup>th</sup>

Ascend Cleanup– Premier Athletics  
January 2024

\*Dates are subject to change.

# **PREMIER** **ATHLETICS**



## Competitions

Ravenwood Showcase – Ravenwood High School

Franklin Showcase- Franklin High School

(Each team will do either the Ravenwood Showcase or the Franklin Showcase, but not both.)

Ascend Showcase- Franklin, TN

UCA Bluegrass– Lexington, KY

UCA Smokey Mountain– Sevierville, TN  
(end of season event for 8U team)

Champions League- TBA (travel competition)

Road to Nationals Showcase- Centennial High School

Nationals- Orlando, FL  
(Nationals is for 9U & up teams only. Teams must be awarded a qualifying bid to compete at Nationals.)

## What to Expect

All competitions are mandatory. Prior to each competition, athletes will be given the following set of team-specific times for each competition:

- If your team is having Friday night practice - it is considered a mandatory practice time
- Arrival time- when you must be present in the competition venue
- Meet time- when your team is required to meet with a coach and congregate at a specific place
- Warm up time - is determined by the competition company and assigned to each team
- \*\*If an athlete is late to a competition, and not present for warm-ups, the coach reserves the right to not allow the athlete to compete.*
- Performance time- the time when the team is scheduled to perform
- Award time- the time of the awards ceremony that your team has been scheduled to receive its award

**If an athlete does not show up for a competition, he or she will be dismissed from the team.**





## FINANCIAL BREAKDOWN

*AGES 6-8 YEARS OLD*

DATE	TUITION	EXPENSE FEES	TOTAL
April 1 <sup>st</sup>	\$130	Membership Fee	\$130
May 1 <sup>st</sup>	\$130	\$140	\$270
June 1 <sup>st</sup>	\$130	\$140	\$270
July 1 <sup>st</sup>	\$130	\$140	\$270
August 1 <sup>st</sup>	\$130	\$140	\$270
September 1 <sup>st</sup>	\$130	\$140	\$270
October 1 <sup>st</sup>	\$130	\$140	\$270
November 1 <sup>st</sup>	\$130	\$140	\$270
December 1 <sup>st</sup>	\$130	\$0	\$130

- **Membership Fee:** \$175 non-refundable fee due April 1st
- **Expense Fees:** divided into 7 equal installments for your convenience





## FINANCIAL BREAKDOWN

*AGES 9-12 YEARS OLD*

DATE	TUITION	EXPENSE FEES	TOTAL
April 1 <sup>st</sup>	\$130	Membership Fee	\$130
May 1 <sup>st</sup>	\$130	\$155	\$285
June 1 <sup>st</sup>	\$130	\$155	\$285
July 1 <sup>st</sup>	\$130	\$155	\$285
August 1 <sup>st</sup>	\$130	\$155	\$285
September 1 <sup>st</sup>	\$130	\$155	\$285
October 1 <sup>st</sup>	\$130	\$155	\$285
November 1 <sup>st</sup>	\$130	\$155	\$285
December 1 <sup>st</sup>	\$130	\$155	\$285
January 1 <sup>st</sup>	\$130	\$0	\$130
February 1 <sup>st</sup>	\$130	\$0	\$130

- **Membership Fee:** \$300 non-refundable fee due April 1<sup>st</sup>
- **Expense Fees:** divided into 8 equal installments for your convenience



## FINANCIAL BREAKDOWN

*AGES 13-18 YEARS OLD*

DATE	TUITION	EXPENSE FEES	TOTAL
April 20 <sup>th</sup>	\$65	Membership Fee	\$130
May 1 <sup>st</sup>	\$130	\$155	\$285
June 1 <sup>st</sup>	\$130	\$155	\$285
July 1 <sup>st</sup>	\$130	\$155	\$285
August 1 <sup>st</sup>	\$130	\$155	\$285
September 1 <sup>st</sup>	\$130	\$155	\$285
October 1 <sup>st</sup>	\$130	\$155	\$285
November 1 <sup>st</sup>	\$130	\$155	\$285
December 1 <sup>st</sup>	\$130	\$155	\$285
January 1 <sup>st</sup>	\$130	\$0	\$130
February 1 <sup>st</sup>	\$130	\$0	\$130

- **Membership Fee:** \$300 non-refundable fee due by April 20<sup>th</sup>
- **Expense Fees:** divided into 8 equal installments for your convenience

# PROGRAM FEES

## *What's Included*

Premier Athletics runs an all-inclusive payment program. The following is included in your expense fees:

All Competition Registrations, Practice Wear, Practice Bow, Competition Bow, Choreography, Camps, Music, & End of Season Banquet!



## *Additional Fees*

- ◆Athlete Uniform – \$345- WILCO will receive **NEW** uniforms for the 2023-24 season
- ◆Cheer Shoes – \$120 in the Pro Shop (A solid white cheer shoe is required to be worn at all competitions & showcases.)
- ◆Warm-Up Jacket & Pants (Optional) – \$225- **NEW** warm-up design for 2023-24
- ◆Premier Athletics Backpack (Optional) – \$130 (can be purchased through the Pro Shop)
- ◆Post Season Events
- ◆Annual Registration Fee – \$50



## *How to Pay*

If you are BRAND NEW to the gym, please contact Amy at [amcloud@premierathletics.com](mailto:amcloud@premierathletics.com)

All others please:

- Go to [www.premierathletics.com](http://www.premierathletics.com)
- Under Locations Choose Nashville
- Click on Members Only then click on My Account
- Click YES you are a Current Customer (you have an account so please do not create another one)
- Enter your email address & click Forgot Password

Once you receive your password you will be able to login and add payment information to auto-draft. **Auto Draft is required.**





# WILCO TUMBLE CLINICS

Let's Tumble!

Tumble Clinics are designed to help athletes learn and perfect tumbling skills. Tumble clinics focus on all skill levels from cartwheels to more advanced skills such as tucks and layouts. Each athlete will focus on their individual skill level.

**WILCO athletes will receive 2 tumble clinics during the season at no additional charge.**



## Gym Facility Guidelines

- For the safety and fairness of all participants, only coaches and athletes are allowed on the gym floor.
- We will not allow parents, friends, grandparents, etc. on the floor at any time unless invited by a coach to view a routine.
  - If you need something, please let our front desk personnel know and they will alert a coach.
- Please help us in this effort to provide the best service to our/your athletes.
- We are honored to work with your children, and we do not take that task lightly. Please also understand that participation in the program is a choice and a privilege. Any parent or athlete who displays negative behavior or is counter - productive to the overall success of the program can be dismissed from the program at anytime without warning.
  - This includes Social Media

## Information & Social Media Outlets

- WEBSITE
  - [www.premierathleticsnashville.com](http://www.premierathleticsnashville.com)
- EMAIL
  - It is the **main** way we communicate! ☺ It is your responsibility to make sure that we have your **current email address** so that you can receive all pertinent information.
    - We will do our best to always answer your emails within 48 hours.
    - Please use email, **not social media/text**, to contact the gym, coaches, etc.
  - We will also be using the BAND APP as a method of Team and Program information. You will be required to have this app and will be added to the group upon joining a team.
- FOLLOW US ON SOCIAL MEDIA!
  - Premier Athletics**  
Facebook- [www.facebook.com/premierathletics](https://www.facebook.com/premierathletics)  
Instagram - premierathletics1
  - Premier Athletics Nashville**  
Facebook- [www.facebook.com/PremierAthleticsNashville](https://www.facebook.com/PremierAthleticsNashville)  
Instagram- premierathleticsnashville

The logo for Premier Athletics features the word "PREMIER" in a large, bold, white sans-serif font with a blue outline and a slight drop shadow. Below it, the word "ATHLETICS" is written in a smaller, bold, blue sans-serif font, also with a white outline and a slight drop shadow. The entire logo is centered on a solid blue background.

## Dress Code

### Practice Dress Code

- Athletes must wear the correct practice clothes and bow. Cheer shoes must be worn at every practice. If incorrect practice clothing is worn, athletes are responsible for purchasing a new set through the front office.
- Please keep in mind that shorts are meant to be worn as shorts, and do not need to be pulled up excessively.
- In the event practice clothes are lost, damaged, or outgrown, you may purchase a new set.
- Hair should be pulled up and out of the face.
- **NO Jewelry** of any kind is allowed to be worn during practice. Neither Premier Athletics, nor a Premier Athletics employee, is responsible for jewelry if it is worn into the gym, removed for practice, lost or stolen, or causes injury.
- Fingernails are to be kept short. Fake fingernails that are excessive in length will not be allowed and said athlete will sit out at practice until they meet the recommended safety length. If said athlete must sit out for more than 2 practices, a parent meeting will be scheduled.
- New piercings are also strongly discouraged during the season.

### Competition Dress Code

- Athletes have two options that may be worn during competition.
  - Full uniform
  - Official Wilco Warm-up
- Hair and makeup should be complete before entering the arena.
- Proper shoes are to be worn the entire time. No UGGs, boots, flip flops, slippers, etc.
- Jewelry is not permitted to be worn at competitions.
- Boys' hair should be cut nicely, and face should be clean shaven or well groomed.

## Premier Athletics Merchandise

- All Apparel should be ordered through the gym.
- To protect the integrity of our brand, no parent or athlete is permitted to use the Premier Athletics or Wilco logos without authorization from the gym manager.
  - This includes, but is not limited too - gym mascot logos, team names, Premier Athletics logo, Wilco logo, or any gym initials.
  - If you have apparel ideas, please submit them to your gym owners.

## Goodie Bags

- Athletes will receive a goodie bag before leaving for Nationals. 8U will receive a goodie bag for their end of the season event in Sevierville.
- Goodie bag fees have been added into the Expense Fee portion of the payment breakdown; therefore, there will be no additional fees for goodie bags.
- Parents should not ask other parents for money for goodie bags for other events.

## Banquet

- The banquet will be held prior to Nationals and will include a Nationals sendoff celebration.
- 8U will have a banquet in Sevierville after their final competition of the season.



## Attendance

### Season Practices

The "Competition Season" begins October 2023 and ends February 2024. Practice attendance is mandatory and compliance with the attendance policy below will be strictly enforced. An athlete's team position will be jeopardized for noncompliance with all the following terms of the attendance policy.

- Athletes are expected to be at every practice.
- If an athlete is absent from practice for any reason, whether excused or unexcused, he or she is responsible for learning ALL routine changes made in their absence **before** the next practice.
- Practices may be changed or added at any time during the year. Parents must check the GroupMe, Band App and emails daily to stay on top of the practice schedule for updates on days and times.
- The viewing area is open for practice/class observation every day; however, if a problem arises, the Premier Athletics staff reserves the right to close viewing at anytime.

**The Manager, Wilco Supervisor & team coaches have ultimate discretionary authority to excuse absences on a case-by-case basis.**

### Unexcused Absences

- Athletes are only allowed **three (3)** unexcused absences during competition season. If a fourth absence occurs, a parent meeting will be scheduled, or the parent will be notified via email. If additional absences occur, disciplinary action may be taken for noncompliance, including but not limited to, removal from the team, being put on probationary status, placed as an alternate, or removed from various elements of choreography and skills.
- **Unexcused absences are NEVER allowed the weekend and week before a competition or performance under any circumstance. Noncompliance may result in the athlete being moved to an alternate position or removed from an upcoming competition.**
- Missing a competition will result in immediate dismissal from the program.

### Quitting Fee

- If a Wilco athlete decides they no longer want to be part of Wilco after team choreography, they will be responsible for paying a buy out fee of \$500.
- No refunds will be given.



## Attendance

**Injury:** In the event an athlete is injured, you should notify your Supervisor and Head Coach of the team and let them know of the happening of such injury immediately. Thereafter, you should continuously update coaches as soon as possible with all information concerning doctor's prognosis, estimated length of recovery, potential for surgery, and any change in circumstance affecting their ability to perform the physical skills required to fulfill their role on the team.

We will re-choreograph routines based on the athlete's injury and length of recovery. Once the individual has fully recovered, he or she may or may NOT be choreographed back into the same spots in the routine. The determination of when he or she will be placed back into the routine is up to the coaches, Supervisor and Gym Manager based on the team and competition schedule at the time. Every situation could vary.

## POST SEASON EVENTS (Nationals)

Teams may earn the opportunity to compete at a post season event. Teams must earn a bid at a qualifying event in order to attend Nationals. All Post Season events are a privilege for each team, athlete, and coach.

- All regular season balances must be paid in full in order to be eligible for post season events.
- Athletes are permitted only ONE absence between regular season events and their designated post season event.

### BID Required Event Rosters:

- If an athlete has an unexcused absence during competition week, the athlete is not permitted to compete, and a fill in is required.
- If an athlete is injured or sick, meaning the athlete is physically unable to be on the mat and execute their skills, a temporary fill in will compete. The original athlete (injured or sick) will return to the roster and in the routine once released and will compete at the post season event as long as routine responsibilities are met.
- If an athlete chooses to miss a competition for any reason other than injury, illness, or family emergency, that athlete will forfeit any opportunity to compete at the post season event but may attend as an alternate.
- Just because your athlete was on the roster and in the routine to earn the post season event bid, does not mean the athlete will be on the roster or in the routine at the actual post season event.
  - Financial responsibilities must be met
  - An athlete's skill set, work ethic, and or commitment level must be maintained

# PREMIER ATHLETICS

