

# 2026



## NATIONAL TEAMS



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***Dear US National Team Athletes & Coaches,***

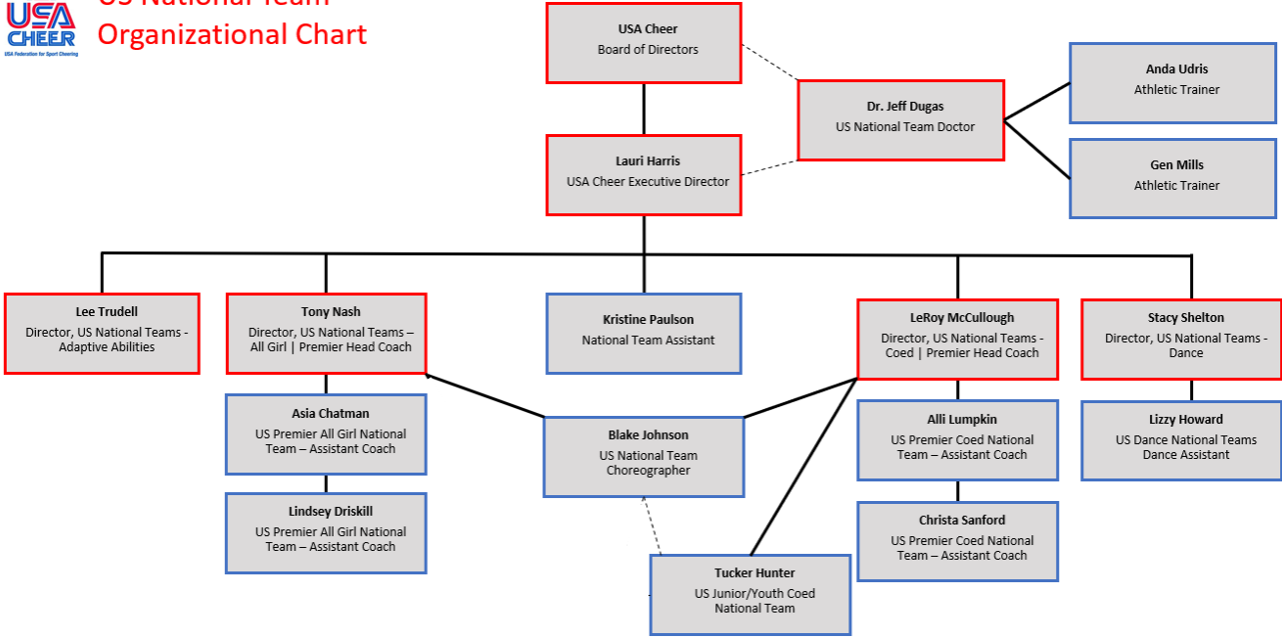
On behalf of USA Cheer, we would like to congratulate you on being selected to represent the US National Team! We are excited that you will be a part of the team that represents the United States of America at the 2026 ICU World Cheerleading Championships and 2026 Domestic and International competitions and/or events, in your respective division. You will be a part of the most prestigious event for our sport. Congratulations!

With the honor of being selected as a member of the US National Team comes the incredible responsibility of representing our sport and more importantly our great country. We know that you will rise to the occasion and set the kind of example that will make our sport, our organization, and our country proud.

Please review the following carefully as it is your responsibility to be aware of all policies and expectations. Thank you!



US National Team  
Organizational Chart



## Coaches Next Steps Details

**Make Team Arrangements for April 22-24, 2026:** All US National Teams will meet on Tuesday evening, April 21<sup>st</sup> for an exclusive USA Cheer performance event and a Meet-n-Greet with all US National Teams. More details will be given closer to the event. Opening ceremonies will be on Wednesday, April 22<sup>nd</sup> followed by the ICU Cultural Exchange that evening. All teams will compete on Thursday, April 23<sup>rd</sup>. See schedule of events at [www.cheerunion.org](http://www.cheerunion.org).

**Handbook:** Review this handbook carefully. All athletes and coaches must sign the applicable Code of Conduct via their USA Cheer member account. A parent or guardian must sign for members under 18 years of age.

**Fundraising:** Teams must fundraise to cover costs pertaining to ICU World Cheerleading Championships and 2026 Domestic and International competitions and/or events. USA Cheer offers resources, including a [GIVE LIVELY](#) – *a company that builds fundraising tech for nonprofits* – fundraising platform. Teams can fundraise through donations or private sponsorship. Fundraising will be due April 1<sup>st</sup>, 2026. Sponsorships or donations to USA Cheer for the US National Team are generally tax deductible.

**Media Guide:** As a member of the US National Team, you may be contacted by local or national media. The enclosed media guide will be helpful if you are approached by any media outlets.

**Drug Testing:** It is the duty of individual members of USA Cheer to comply with all anti-doping rules of the World Anti-Doping Agency (“WADA”), the International Cheer Union (“ICU”), the United States Olympic and Paralympic Committee (“USOPC”) including the USOPC National Anti-Doping Policy, and of the U.S. Anti-Doping Agency (“USADA”), including the USADA Protocol for Olympic and Paralympic Movement Testing (“USADA Protocol”) and all other policies and rules adopted by WADA, the ICU, the USOPC and USADA. Athlete members agree to submit to drug testing by the ICU and/or USADA or their designees at any time and understand that the use of methods or substances prohibited by the applicable anti-doping rules make them subject to penalties including, but not limited to, disqualification and suspension. If it is determined that an individual member may have committed a doping violation, the member agrees to submit to the results management authority and processes of USADA, including arbitration under the USADA Protocol, or to the results management authority of the ICU, if applicable or referred by USADA.

For a list of prohibited substances and more information, please go to WADA website at: [www.wada-ama.org](http://www.wada-ama.org); you may also wish to review information on USADA’s website at [www.usada.org](http://www.usada.org).

**Insurance:** Every athlete must carry their own personal health insurance. By participating on the US National Team, you represent and warrant that you have personal health insurance.




**Physicals:** Every athlete must have a current physical from their health provider clearing them for participation in cheer within twelve (12) months prior to April 1, 2026. Each athlete must submit documentation of such clearance to their head coach within 30 days of being named to a National Team.

**Social Media:** Ensure all social media profiles align with US National Team standards. Refer to the Social Media Guidelines. All athletes and coaches must adhere to all USA Cheer Safety Rules and Regulations when posting any content, in or out of uniform. This includes not posting videos or photos that violate safety guidelines.

Please follow USA Cheer on our social platforms: **X (formerly Twitter):** @usacheer, **Instagram:** @usa\_cheer, **Facebook:** @usacheer

Once again, congratulations.



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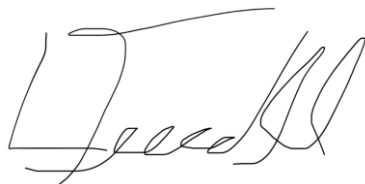
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# USA CHEER MEMBER CODE OF CONDUCT

In addition to the Safe Sport Code and MAAPP policies described above, USA Cheer members must adhere to the USA Cheer Member Code of Conduct outlined below.

## THE FOLLOWING ACTIONS ARE PROHIBITED:

1. It is the duty of individual members of the USA Cheer to comply with all anti-doping rules of the World Anti-Doping Agency ("WADA"), the International Cheer Union ("ICU"), the United States Olympic and Paralympic Committee ("USOPC") including the USOPC National Anti-Doping Policy, and of the U.S. Anti-Doping Agency ("USADA"), including the USADA Protocol for Olympic and Paralympic Movement Testing ("USADA Protocol") and all other policies and rules adopted by WADA, the ICU, the USOPC and USADA. Athlete members agree to submit to drug testing by the ICU and/or USADA or their designees at any time and understand that the use of methods or substances prohibited by the applicable anti-doping rules make them subject to penalties including, but not limited to, disqualification and suspension. If it is determined that an individual member may have committed a doping violation, the member agrees to submit to the results management authority and processes of USADA, including arbitration under the USADA Protocol, or to the results management authority of the ICU, if applicable or referred by USADA.
2. USA Cheer prohibits the possession, consumption or distribution of alcohol, tobacco, vaping devices, or e-cigarettes by anyone registered as a USA Cheer Athlete at the sanctioned event venue of any USA Cheer event.
3. Use of a recognized identification card by anyone other than the individual described on the card.
4. Physical damage to a facility or theft of items from a room, dormitory, residence or other person at any USA Cheer event. Participant will be liable for all damage he/she causes and the full value of any stolen property.
5. Any action considered to be an offense under federal, state or local law, ordinance, or regulation.
6. Violation of the specific policies, regulations, and/or procedures of USA Cheer or the facility used in conjunction with a USA Cheer sanctioned event. It is the responsibility of the individual to be familiar with applicable specific policies, regulations, and procedures.
7. Violation of the USA Cheer Safe Sport Code.
8. Violation of the USA Cheer MAAPP.
9. The sale or distribution of illegal drugs or the illegal sale or distribution of any substance listed on ICU's recognized list of banned substances.
10. Physical or verbal intimidation of any individual.
11. Discrimination on the basis of race, color, religion, gender, sexual orientation, disability, gender identity, age, or any other basis proscribed by law.
12. Business relationships that are not managed in a fair, equitable, ethical, and/or legal manner.
13. Conduct that is inappropriate as determined by comparison to normally accepted behavior.
14. Any other act, conduct, or omission that is detrimental to USA Cheer or the sport of cheer.

I, a prospective or current member of USA Cheer, have read and understand the USA Cheer Code of Conduct and MAAPP. I agree and consent to abide by the USA Cheer Code of Conduct.

## **USA Cheer Safe Sport Code and MAAPP (Minor Athlete Abuse Prevention Policies)**

USA Cheer is committed to creating a safe and positive environment for its participants' physical, emotional, and social development and promoting an environment free from abuse and misconduct. USA Cheer members must abide by the USA Cheer Safe Sport Code as well as the USA Cheer Minor Athlete Abuse Prevention Policies (MAAPP) and the USA Cheer Member Code of Conduct.

### **USA CHEER SAFE SPORT CODE**

The USA Cheer Safe Sport Code can be found at [usacheer.org/safesport](https://usacheer.org/safesport) and includes policies regarding:

- Sexual Abuse and Misconduct
- Physical Abuse and Misconduct
- Emotional Abuse and Misconduct
- Bullying, Threats, and Harassment
- Hazing

### **USA CHEER MAAPP**

The MAAPP can be found at [usacheer.org/safesport](https://usacheer.org/safesport) and includes policies regarding:

- One-on-One Interaction
- Electronic Communications
- Athletic Training Modalities, Massages, and Rubdowns
- Locker Rooms and Changing Areas
- Transportation & Lodging

### **TRAINING**

As part of our efforts to address athlete safety, USA Cheer members must take athlete protection training, which includes information on the prevention and reporting of child abuse.



# **The USA Federation for Sport Cheering**

## **US National Team Head Coach Expectation Agreement**

As the designated representative of the US National Team, we have provided a general list of expectations and responsibilities that the coaching staff and team must adhere to.

- As a designated Head Coach, I understand that this position is on a volunteer basis. There will be no monetary compensation provided for the coaching staff.
- As a designated Head Coach, I will be overseeing in conjunction with the US National Team staff all coordination with the individual members of the team as it relates to requirements, fundraising, registration, travel, etc.
- **As a designated Head Coach of the US National Team, I understand that I can roster up to 32 athletes (24 competing athletes and up to 8 alternates – all athletes are expected to be fully integrated in practices and performances up until ICU), 1 Head Coach, and select up to 3 Assistant Coaches on the team roster, subject to approval by USA Cheer. Such individuals must be members of USA Cheer in good standing before their appointment.**
- As a designated Head Coach of the US National Team, I will set up a practice schedule with the selected team. It is recommended that practices occur a minimum of 2-3 times per week to prepare for the ICU World Cheerleading Championships and 2026 Domestic and International competitions and/or events.
- As a designated Head Coach of the US National Team, I will communicate with the US National Team Liaison on a consistent basis. This will include updates on team by email, phone, and video.
- As a designated Head Coach of the US National Team, I will abide by all stated rules, guidelines, and policies in the Coach Code of Conduct (below) and Member Code of Conduct.
- I agree to abide by all other USA Cheer Bylaws, rules, policies, and procedures, including but not limited to the USA Cheer Safe Sport Code of Conduct and the USA Cheer MAAPP.
- As a designated Head Coach of the US National Team, I will ensure every athlete must carry their own personal health insurance. By participating on the US National Team, you represent and warrant that you have personal health insurance.
- As a designated Head Coach of the US National Team, I will ensure every athlete has a current physical from their health provider clearing them for participation in cheer that is valid through April 2026. I understand that I am responsible for collecting a doctor's note from each athlete that I roster within 30 days of the roster creation, certifying that the athlete is fit to participate in cheer.

# **The USA Federation for Sport Cheering**

## **Coach/Director Code of Conduct**

Being selected as a coach for the US National Team of the USA Federation for Sport Cheering (hereinafter referred to as USA Cheer) is a privilege and not a right. All coaches selected for the US National Team must strictly adhere to this Code of Conduct to be a member, and remain a member, in good standing of USA Cheer and to participate on the US National Team. USA Cheer may revoke a coach's participation with the US National Team, membership in USA Cheer, and/or may take other appropriate action in the event a coach violates this Code of Conduct, or any other Bylaws, rules, policies, or procedures of USA Cheer.

### **USA CHEER COACH CODE OF CONDUCT**

All coaches associated with the US National Team will abide by this Code of Conduct, which includes the provisions listed below. If a coach disrespects or violates any of these rules, USA Cheer may investigate, impose penalties (including but not limited to suspending, or revoking coach membership including all the rights and privileges associated with same), or to take other appropriate action.

In consideration of my participation in activities of USA Cheer, including on teams organized, sponsored, or sanctioned by USA Cheer, and participation in competitions, events, and other activities (international or domestic), including camps, clinics, exhibitions, programs, or appearances for, on behalf of, or in representation of, USA Cheer,

I acknowledge, understand, and agree to abide by this Coach Code of Conduct.

I will always display the conduct expected of me as a coach and a representative of USA Cheer. I will conduct myself in a manner that will not in any way bring disrespect, discredit, or dishonor to either myself, my team, USA Cheer, my country, or organizer of an event in which I participate.

I will conform to all applicable local, state, and federal laws and regulations, and any rules, regulations, and codes that may be established for events, programs, and activities in which I participate, including those of USA Cheer, the International Cheer Union ("ICU"), the United States Olympic and Paralympic Committee ("USOPC"), and any organizer of an event in which I participate.

I will in no way share any non-public personal information regarding the US National Team athletes, coaches, administration, or USA Cheer Board of Directors to any person outside of the US National Team or USA Cheer, unless approved in advance by the Executive Director or the Team Director. However, this requirement is not intended to, nor shall it, restrict my ability to report misconduct of any kind in any manner.

I will follow USA Cheer's Media, Branding and Social Media Guidelines.

I will not represent the US National Team outside of approved USA Cheer functions. This includes marketing, hosting camps, clinics, promos, media, etc. as a member of the US National Team.



I will act in a sportsmanlike manner consistent with the spirit of fair play and responsible conduct.

I will respect members of my team, other coaches, other teams, spectators, and officials, and engage in no form of verbal, emotional, physical, or sexual harassment or abuse or misconduct, or hazing or bullying.

I will abide by USA Cheer's Safe Sport Code and MAAPP.

I will abide by the anti-doping rules of the ICU, the USOPC, WADA, and/or USADA. I agree to submit to the authority and processes of USADA, including arbitration under the USADA Protocol, or to the results management authority of the ICU or other agency with applicable jurisdiction for anti-doping, if applicable or referred by USADA.

I realize that if I violate the rules and policies set out in this Code, I may be subject to disciplinary action and the consequences of my actions could possibly affect my opportunities as a coach and USA Cheer member in the future.

I understand that I am prohibited from possession, consumption or distribution of alcohol, tobacco, vaping devices, or e-cigarettes (i) during travel to/from, or during, the 2026 ICU World Cheerleading Championships and 2026 Domestic and International competitions and/or events; and (ii) (if I am under 21 years old with respect to alcohol or the legal age with respect to tobacco, vaping devices, and e-cigarettes) at any time.

I understand that I am prohibited from the transportation, possession, or use of illegal drugs, and the unauthorized transportation, possession, or use of any USA Cheer, ICU, WADA, or IOC banned substances, or any substances or procedures in violation of the USADA Protocol or the World Anti-Doping Code.

**Without the prior written consent of USA Cheer, I will not use, or grant a third party the right to use, for advertising or promotional purposes any of the names US National Team, USA Federation for Sport Cheering, and USA Cheer or appear in television commercials, newspaper advertising, performances, or other promotional materials while wearing US National Team uniform/apparel.**

I understand that appropriate and proper behavior is always my responsibility, and that misconduct may result in disciplinary action against me.

I recognize that, in addition to the specific rules contained in this Code, USA Cheer's other Bylaws, rules, policies, and procedures may apply to my behavior.

# **The USA Federation for Sport Cheering**

## **USA Cheer Athlete Code of Conduct**

Being selected as a member for the US National Team of the USA Federation for Sport Cheering (hereinafter referred to as USA Cheer) is a privilege and not a right. All athletes selected to the US National Team must strictly adhere to this Code of Conduct in order to be a member, and remain a member, in good standing of USA Cheer and to participate on the US National Team. USA Cheer may revoke an athlete's membership on the US National Team, USA Cheer, and/or may take other appropriate action in the event an athlete violates this Code of Conduct, or any other Bylaws, rules, policies, or procedures of USA Cheer.

### **USA CHEER ATHLETE CODE OF CONDUCT**

All athletes associated with the US National Team will abide by this Code of Conduct, which includes the provisions listed below. If an athlete disrespects or violates any of these rules, USA Cheer may investigate, impose penalties (including but not limited to suspending, or revoking athlete membership including all the rights and privileges associated with same), or to take other appropriate action.

In consideration of my participation in activities of USA Cheer, including on teams organized, sponsored, or sanctioned by USA Cheer, and participation in competitions, events, and other activities (international or domestic), including camps, clinics, exhibitions, programs, or appearances for, on behalf of, or in representation of, USA Cheer,

I acknowledge, understand, and agree to abide by this Athlete Code of Conduct and pledge to uphold the spirit of this Code of Conduct.

I will always display the conduct expected of me as an athlete and a representative of USA Cheer. I will conduct myself in a manner that will not in any way bring disrespect, discredit, or dishonor to either myself, my teammates, USA Cheer, my country, or organizer of an event in which I participate.

I will conform to all applicable local, state, and federal laws and regulations, and any rules, regulations, and codes that may be established for events, programs, and activities in which I participate, including those of USA Cheer, the International Cheer Union ("ICU"), the United States Olympic and Paralympic Committee ("USOPC"), and any organizer of an event in which I participate.

I will in no way share any non-public personal information regarding the US National Team athletes, coaches, administration, or USA Cheer Board of Directors to any person outside of the US National Team or USA Cheer, unless approved in advance by the Executive Director or the Team Director of the US National Teams. However, this requirement is not intended to, nor shall it, restrict my ability to report misconduct of any kind in any manner.

I will follow USA Cheer's Media, Branding and Social Media Guidelines.



I will not represent the US National Team outside of approved USA Cheer functions. This includes marketing, hosting camps, clinics, promos, media, etc. as a member of the US National Team.

I will act in a sportsmanlike manner consistent with the spirit of fair play and responsible conduct.

I will maintain a level of competitive readiness that will permit my performance to be at the maximum of my ability.

I will refrain from conduct detracting from my ability or that of my teammates to attain peak performance.

I will respect members of my team, coaches, other teams, spectators, and officials, and engage in no form of verbal, emotional, physical, or sexual harassment or abuse or misconduct, or hazing or bullying. I will abide by USA Cheer's Safe Sport Code.

I agree to submit to drug testing by the ICU, the USOPC, WADA, and/or USADA or their designees at any time and understand that the use of methods or substances prohibited by the applicable anti-doping rules make me subject to penalties including, but not limited to, disqualification and suspension. If it is determined that I may have committed a doping violation, I agree to submit to the results management authority and processes of USADA, including arbitration under the USADA Protocol, or to the results management authority of the ICU or other agency with applicable jurisdiction for drug testing, if applicable or referred by USADA.

I realize that if I violate the rules and policies set out in this Code of Conduct, I may be subject to disciplinary action and the consequences of my actions could possibly affect my opportunities as an athlete and USA Cheer member in the future.

I understand that I am prohibited from possession, consumption or distribution of alcohol, tobacco, vaping devices, or e-cigarettes (i) during travel to/from, or during, the 2026 ICU World Cheerleading Championships and 2026 Domestic and International competitions and/or events; and (ii) *(if I am under 21 years old with respect to alcohol or the legal age with respect to tobacco, vaping devices, and e-cigarettes)* at any time.

I understand that I am prohibited from the transportation, possession, or use of illegal drugs, and the unauthorized transportation, possession, or use of any USA Cheer, ICU, WADA, or IOC banned substances, or any substances or procedures in violation of the USADA Protocol or the World Anti-Doping Code.

**Without the prior written consent of USA Cheer, I will not use, or grant a third party the right to use, for advertising or promotional purposes any of the names US National Team, USA Federation for Sport Cheering, and USA Cheer or appear in television commercials, newspaper advertising, performances, or other promotional materials while wearing US National Team uniform/apparel.**

I understand that appropriate and proper behavior is always my responsibility, and that misconduct may result in disciplinary action against me.

I understand that I am responsible for being at all mandatory practices, events, and appearances, unless approved by the National Team Director and the Head Coach of the selected team.

Mandatory practice and appearance dates are as follows: **TBD by Coaching Staff**  
April 22-24, 2026, ICU World Cheerleading Championships (Orlando, FL)  
June 5-7, 2026, FISU World University Championship Cheerleading (Gothenburg, Sweden)  
Sept. 25-27, 2026, Pan American Cheerleading Championships (Mexico City, Mexico)

I recognize that, in addition to the specific rules contained in this Code, USA Cheer's other Bylaws, rules, policies, and procedures may apply to my behavior.

## USA Cheer Social Media Guide

We realize that most of you are on social media sites like Facebook, X (formerly Twitter), Instagram, etc. These are all great tools to alert your followers of your membership on the US National Team. Please be mindful of what you are posting. Now that you have made the team, you may be viewed as a role model for other athletes. Please review your previous social media to consider if it is appropriate and professional. Before you post, please consider that, as a member of the US National Team, others may see you as a representative and ambassador of the sport of cheer and USA Cheer. You are not only representing yourself but also USA Cheer, the United States, and the global cheerleading community. We expect you to behave in a professional manner, on and off social media, and to follow the guidelines below. To maintain the integrity, professionalism, and values of USA Cheer, all National Team Members must adhere to the following social media policy throughout their time on the team. There are general social media guidelines and additional more restrictive guidelines while in USA Cheer apparel.

Social media that does not comply with USA Cheer's Bylaws, rules, policies, and procedures could result in disciplinary action.

Please follow USA Cheer social accounts:

- Facebook: @USACheer
- Instagram: @usa\_cheer
- TikTok: @usacheer

### Please use proper USA Cheer terminology

You may refer to the team as the "US National Team" **Do NOT** use the term "*Team USA*". This term is reserved in the United States for the teams representing the US at the Olympics.

Adhere to all **USA Cheer Safety Rules and Regulations** when posting any content, in or out of uniform. This includes not posting videos or photos of skills that violate safety guidelines.

You may re-post/share official USA Cheer accounts.



## General Conduct

### **National Team Members must:**

- Always act in a manner that upholds the values and standards of USA Cheer.
- Serve as positive ambassadors of USA Cheer, the United States, and the global cheerleading community.
- Avoid posts or interactions that may tarnish the reputation of USA Cheer or the national team.
- Be respectful, kind, and considerate in all online communications.

### **Appropriate Posting**

**Content:** Only post content that aligns with the core values of USA Cheer. Avoid posts that could be perceived as offensive, inflammatory, discriminatory, or disrespectful to any individual or group.

Do not post or re-post content that is harassing, abusive, obscene, vulgar, sexually explicit, or inappropriate with respect to race, gender, sexuality, ethnicity, or another intrinsic characteristic.

Do not post or re-post content that would constitute a violation of USA Cheer's Safe Sport Code, such as content that constitutes bullying, hazing, emotional misconduct, or sexual misconduct.

Do not post or re-post content that contains pornography, underage drinking, excessive drinking, tobacco, vaping, drug use, or other inappropriate material.

Do not post or re-post content promoting illegal gambling or other illegal activity.

Do not post or re-post content that constitutes a violation by you of USA Cheer's Member, Coach, or Athlete Codes of Conduct.

Please keep in mind that you are responsible for complying with USA Cheer's Bylaws, rules, policies, and procedures and that, in certain circumstances, social media posts can constitute a violation of such requirements.

**Photos/Videos:** Sharing appropriate photos and videos related to team practices, events, or performances is encouraged, provided it does not breach any confidentiality or safety concerns.

**Music and Soundtracks:** The use of music in social media reels, TikTok's, or other videos must be free from offensive or explicit language. Avoid music that contains profanity, discriminatory language, or inappropriate themes that could reflect negatively on USA Cheer or the US National Team.

**Positive Engagement:** Use social media as a platform to celebrate team achievements, promote unity, and spread positive messages within the cheer community.





## **Safety and Compliance**

- ***Adhere to all USA Cheer Safety Rules and Regulations when posting any content, in or out of uniform. This includes not posting videos or photos of skills that violate safety guidelines.***
  - Safety guidelines to consider: Is this surface appropriate? Does the skill legally require a spotter?
- Do not post or re-post photos/videos of illegal stunts or skills, or skills on illegal surfaces. Stunts that require a spotter must have a spotter in the photo.
- Avoid sharing information that compromises the safety or confidentiality of team practices, strategies, or upcoming performances.
- Never post content that promotes unsafe behavior, including dangerous stunts or improper cheerleading techniques.
- Do not post, share or re-post videos of any activity that disregards the importance of safety (i.e., “Cheerleader Fails,” etc.).

## **Protection of USA Cheer Logo, Uniform, and Likeness**

The USA Cheer name, logo, uniform, and likeness are protected assets, akin to policies upheld by the USOPC (U.S. Olympic and Paralympic Committee) and the NCAA (National Collegiate Athletic Association) for safeguarding athlete representation and institutional image.

**National Team Members must:** Respect and protect the USA Cheer Brand: The USA Cheer logo, team name, and uniform may not be used in any unauthorized capacity, including but not limited to personal, commercial, or promotional ventures without permission from USA Cheer.

**Prohibited Endorsements in Uniform:** Members may not wear the USA Cheer uniform to endorse personal businesses, products, services, or non-affiliated causes. This includes images, videos, and content that imply endorsement or are used to benefit third-party brands without prior written consent.

**Restricted NIL Use:** The use of name, image, and likeness (NIL) rights is limited in accordance with USA Cheer standards. Members may not leverage their position or affiliation with USA Cheer to promote products, brands, or services unrelated to, or unapproved by, USA Cheer. This restriction reflects NIL policies that safeguard team and organizational integrity.

## **Professionalism in Uniform**

- Posts made while in the USA Cheer uniform must reflect the professionalism expected of a National Team Member. Any content in uniform should be respectful and showcase the pride of representing the U.S. and USA Cheer.
- Avoid any inappropriate gestures, language, or actions in content where you are identifiable as a National Team Member.
- Adhere to all branding guidelines while in any USA cheer apparel on social media. (see branding guidelines). If you are unsure on posting something, please reach out to your head coach or the USA Cheer Social Media Director.





### **Representation of USA Cheer and the U.S.**

As ambassadors of USA Cheer and the United States, all US National Team Members are expected to reflect national pride, responsibility, and respect always. Posts that bring disrespect to the country, team, or sport will not be tolerated.

Do not engage in online arguments or heated exchanges that could reflect negatively on USA Cheer.

### **Strict Prohibition of Personal Endorsements**

National Team Members **may not use** their status, position, or uniform as part of the USA Cheer National Team to promote or endorse any personal business, product, service, or organization not explicitly authorized by USA Cheer. This includes:

**No NIL Promotions:** Any use of personal name, image, or likeness (NIL) for the promotion of external products, brands, or services unrelated to or unapproved by USA Cheer is strictly prohibited while holding the position of a National Team Member.

**Social Media Endorsements:** Refrain from posting or sharing content that implies endorsement of any products, services, or causes outside of those directly affiliated with or approved by USA Cheer.

### **Reporting Violations**

If you encounter inappropriate behavior or content that violates this policy from fellow team members or others, report it to the USA Cheer Management Team immediately.

### **Consequences of Violations**

Failure to comply with this social media policy may result in:

- Warnings from USA Cheer Management.
- Suspension or removal from the USA Cheer and/or US National Team.
- Additional disciplinary actions as deemed appropriate by USA Cheer leadership.

### **Final Note**

As a National Team Member, your actions both on and off social media reflect on the sport of cheerleading, the United States, and USA Cheer. Always conduct yourself with the utmost respect, honor, and professionalism in your online presence.

By adhering to these guidelines, you contribute to the positive image of USA Cheer and inspire the next generation of cheerleaders worldwide.



# USA Cheer Uniform & Apparel Use Standards

Applies to all athletes participating under the USA Cheer organization (national teams, ambassador trips, showcases, etc.)

## ✓ Permitted Uses of USA Cheer Uniform/Apparel

Athletes may wear USA Cheer uniforms/apparel:

- At officially sanctioned USA Cheer events (practices, competitions, appearances).
- In personal, non-commercial posts on social media (e.g., team photos, personal milestones).
- When reposting official USA Cheer content or media coverage with credit.
- In educational settings (e.g., clinics or demos) with USA Cheer approval.
- During approved team photoshoots coordinated with USA Cheer or the event organizer.

## ✗ Prohibited Uses of USA Cheer Uniform/Apparel

Athletes may not use USA Cheer uniforms/apparel:

- ✗ In paid or sponsored content (including brand partnerships, ambassadorships, or tagged promotions on social media).
- ✗ To advertise private training services, clinics, choreography, or products, even if athlete owned.
- ✗ In endorsements or testimonials for any brand or product (including local gyms, supplements, apparel, etc.).
- ✗ In videos or images used for profit, such as YouTube monetization or TikTok affiliate links.
- ✗ To imply an official endorsement by USA Cheer, unless explicitly approved.

## ⚠ Additional Guidelines

- 🗂 No alterations to uniforms/apparel are allowed (e.g., cropping, cutting, adding logos or patches).
- 📺 Broadcast or event footage (ESPN, FloCheer, etc.) featuring USA Cheer uniform may not be reposted for advertising or promotion without permission.
- 🇺🇸 USA Cheer logos, USA Cheer wordmarks, or national symbols (flag designs) must be used respectfully and not in association with outside entities.

## 📁 Request for Use / Approval Process

To request permission to use USA Cheer apparel in promotional or commercial material:

1. Email [media@usacheer.org](mailto:media@usacheer.org) with:

- Description of use
- Platform(s)
- Any brand/tag/partner involved
- Image/video samples if available

2. Wait for written approval before publishing or distributing any content.

## Examples:

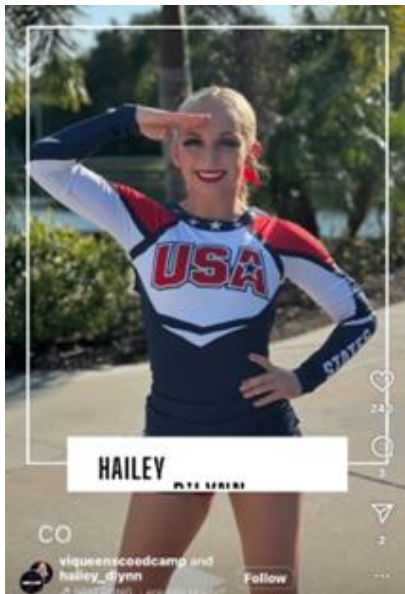


Incorrect use of Photo -Branded

**X**

Incorrect use of Bio - TEAM USA

**X**



Incorrect use of Photo -Branded

**X**

Incorrect use of Bio - TEAM USA

**X**

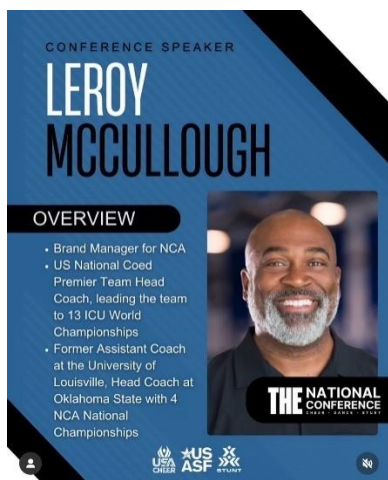


Correct Use of Headshot – Not Branded

✓

Incorrect use of Bio – TEAM USA

**X**



Correct Use of Headshot – Not Branded



Correct Use of Bio



Correct Use of Headshot – Not Branded



Correct Use of Bio



Correct Use of Headshot – Not Branded



Correct Use of Bio





# Uniform & Apparel Use Standards



## **Permitted Uses of USA Cheer Uniform/Apparel:**

- At officially sanctioned USA Cheer events (practices, competitions, appearances)
- In personal, non-commercial posts on social media (e.g. team photos, personal milestones)
- When reposting official USA Cheer content or media coverage with credit
- In educational settings (e.g. clinics or demos) with USA Cheer Approval



## **Prohibited Uses of USA cheer Uniform/Apparel:**

- In paid or sponsored content (including brand partnerships, ambassadorships, or tagged promotions on social media).
- To advertise private training services, clinics, choreography, or products, even if athlete-owned.
- In endorsements or testimonials for any brand or product (including local gyms, supplements, apparel, etc)
- In videos or images used for profit, such as YouTube monetization or TikTok affiliate links.
- To imply an official endorsement by USA Cheer, unless explicitly approved

## Reporting Violations

If you encounter inappropriate behavior or content that violates this policy from fellow team members or others, report it to the USA Cheer Management Team immediately.

**Consequences of Violations:** Failure to comply with this media policy may result in:

- Warnings from USA Cheer Management.
- Suspension or removal from the USA Cheer National Team.
- Additional disciplinary actions as deemed appropriate by USA Cheer leadership.

## USA Cheer Branding Guide

### Representation of USA Cheer and the U.S.

- As ambassadors of USA Cheer and the United States, National Team Members are expected to reflect national pride, responsibility, and respect at all times. Posts that bring disrepute to the country, team, or sport will not be tolerated.
- Refrain from engaging in online arguments or heated exchanges that could reflect negatively on USA Cheer.

### No Promotion of Personal Agendas

- You may not use your platform as a National Team Member to promote personal business ventures, political views, products, services or any other items not directly related to or approved by USA Cheer or any content unrelated to cheerleading and the mission of USA Cheer.

## USA Cheer Media Guide

From time to time, you may be contacted by local or national media regarding cheerleading and USA Cheer. Understand that you are your own representative, you should always convey your best self.

If you are contacted by the media directly (without a referral from USA Cheer) in connection with your role or activities with the US National Team, please contact and coordinate with the Executive Director (contact information below) or your Team Director for the US National Teams. You **do not** have to take the interview on the first call. If you would like more time to prepare, you can ask the reporter for their name, media outlet, phone number, and the best time to call, and see if you can get a quick idea as to what the interview is about.

### USA Cheer Media Contact Support

If you are uncomfortable with questions, you are asked or need help with media-related inquiries, please contact:



**Lauri Harris**

**Executive Director, USA Cheer**

**Phone: (916) 953-5255**

**Email: [lharris@usacheer.org](mailto:lharris@usacheer.org)**

**Note:** As a National Team Member, your actions both on and off social media reflect on the sport of cheerleading, the United States, and USA Cheer. Always conduct yourself with the utmost respect, honor, and professionalism in your online presence.

By adhering to these guidelines, you contribute to the positive image of USA Cheer and inspire the next generation of cheerleaders worldwide.

Please note that none of the following social media or USA Branding guidelines are intended, nor shall they be interpreted, to restrict your ability to report misconduct.



# USA Cheer Fundraising Guide

## Overview

Each team will be required to fundraise to cover costs to participate in the ICU World Cheerleading Championships and 2026 Domestic and International competitions and/or events. USA Cheer can provide resources to assist teams to reach financial goals. Teams can fundraise through donations or private sponsorship. In addition, we have partnered with GIVE LIVELY – a company that builds fundraising tech for nonprofits – to provide a fundraising platform. All fundraising will be due one month prior to the ICU Championship. Sponsorships or donations to USA Cheer for the US National Team are generally tax deductible. (See fundraising guidelines below).

USA Cheer is a 501(c)(3) nonprofit organization committed to promoting cheerleading and providing opportunities for athletes to represent the United States in international competitions. As a nonprofit organization, USA Cheer adheres to all relevant IRS guidelines and accounting requirements for tax-deductible donations. The purpose of this policy is to establish guidelines for fundraising activities conducted by or on behalf of USA Cheer national team members who represent the organization in international competitions.

## Adherence to Tax Laws and Accounting Standards

USA Cheer complies with all applicable tax regulations as a 501(c)(3) nonprofit organization. Any funds raised in support of USA Cheer's national teams or individual athletes are considered tax-deductible to the fullest extent allowed by law. All donations and sponsorships must be accurately recorded and reported in compliance with IRS regulations and generally accepted accounting principles (GAAP).

## Permitted Fundraising Activities

National team members may engage in fundraising efforts to offset the costs of representing USA Cheer in international competitions. These fundraising efforts should follow the guidelines outlined below:

- All fundraising activities must align with USA Cheer's mission, values, and the principles of good sportsmanship.
- Fundraising activities must follow generally accepted fundraising practices as outlined by organizations such as the Association of Fundraising Professionals (AFP).
- All funds raised must be accounted for transparently, with appropriate documentation provided to USA Cheer upon request.

Fundraisers may include, but are not limited to, the following:

- Crowdfunding campaigns (currently only approved through the USA Cheer Give Lively account)
- Merchandise sales
- Raffles (where legally permissible)
- Corporate sponsorships and matching donation programs
- Silent auctions and other events





## **Prohibited Fundraising Practices**

To ensure the integrity of USA Cheer and its athletes, the following practices are prohibited in any fundraising activity:

- The sale or promotion of alcoholic beverages, tobacco products, or illegal substances.
- Activities that are considered immoral, inappropriate, or in conflict with the values of USA Cheer. This includes, but is not limited to, fundraising events involving gambling (unless permitted by state law), or activities that promote hate speech, discrimination, or harassment.
- Any form of fundraising that misrepresents USA Cheer, its athletes, or donors.

## **Approval Process for Fundraising Activities**

USA Cheer has an established set of fundraising activities that are officially sanctioned by the organization. These include, but are not limited to, major fundraising campaigns, sponsorship opportunities, and public donation appeals managed directly by USA Cheer. National team members may participate in these official fundraisers. For any fundraising efforts outside of USA Cheer's approved and normal fundraising channels, prior approval is required. National team members must submit a proposal for approval at least 30 days before the planned fundraiser. The proposal must include:

- A detailed description of the fundraising activity.
- The proposed date, time, and location of the event (if applicable).
- A list of any corporate sponsors or third parties involved in the event.
- A clear breakdown of how funds raised will be used.

All submitted fundraising proposals will be reviewed by USA Cheer's fundraising committee. The committee reserves the right to approve, deny, or request modifications to any proposed fundraiser.

## **Fundraising Compliance and Accountability**

USA Cheer reserves the right to audit or request reports on any fundraising activities conducted by or on behalf of national team members. This includes verifying that funds raised were used solely for the intended purposes and ensuring compliance with USA Cheer's guidelines.

Any national team member found to be in violation of this policy may face disciplinary action, including but not limited to disqualification from team activities or competitions.

## **Donor Acknowledgment and Recognition**

All donations made to USA Cheer are tax-deductible to the extent permitted by law. Donors must receive acknowledgment letters or receipts that meet IRS requirements. USA Cheer will ensure proper donor recognition and transparency for all contributions.

## **Conclusion**

USA Cheer is committed to ethical and responsible fundraising practices. All national team members and their supporters are expected to uphold the highest standards of integrity, transparency, and accountability when engaging in any fundraising activity.

We appreciate your support of USA Cheer and our mission. All contributions to USA Cheer are tax deductible. Donations are non-refundable. In the case that an athlete does not compete, any donated funds will go towards the team.

This policy is subject to change at the discretion of USA Cheer and will be reviewed annually to ensure ongoing compliance with nonprofit standards and best practices.



# USA Antidoping Regulations

It is the duty of individual members of USA Cheer to comply with all anti-doping rules of the World Anti-Doping Agency (“WADA”), the International Cheer Union (“ICU”), the United States Olympic and Paralympic Committee (“USOPC”) including the USOPC National Anti-Doping Policy, and of the U.S. Anti-Doping Agency (“USADA”), including the USADA Protocol for Olympic and Paralympic Movement Testing (“USADA Protocol”) and all other policies and rules adopted by WADA, the ICU, the USOPC and USADA. Athlete members agree to submit to drug testing by the ICU and/or USADA or their designees at any time and understand that the use of methods or substances prohibited by the applicable anti-doping rules make them subject to penalties including, but not limited to, disqualification and suspension. If it is determined that an individual member may have committed a doping violation, the member agrees to submit to the results management authority and processes of USADA, including arbitration under the USADA Protocol, or to the results management authority of the ICU, if applicable or referred by USADA.

For a list of prohibited substances and more information, please go to WADA website at: [www.wada-ama.org](http://www.wada-ama.org); you may also wish to review information on USADA’s website at [www.usada.org](http://www.usada.org).

## Next Steps for Coaches/Athletes/Families

- Make sure you have fully reviewed the above policies and guidelines.
- Coaches will be making arrangements for April. Teams will need to arrive on/before Tuesday, April 22nd.
  - April 21<sup>st</sup> – USA Showcase Night
  - April 22<sup>nd</sup> – ICU Opening Ceremonies
  - April 22-24<sup>th</sup> – ICU Team Competitions (teams compete 2 of the 3 days, see specific days based on divisions at [cheerunion.org](http://cheerunion.org))
- Athletes – Make sure you have an updated physical that will be valid through April 2026. Coaches will collect this documentation.
- Athletes – Make sure you have a USA Cheer Membership. Link [HERE](#).

Once again, congratulations on being selected to a 2026 US National Team.  
We look forward to working with you all this season. Go USA!



## Coaches Resources

### Example Budget for a cheer team with 32 athletes and 4 coaches:

- Uniforms/Practice Wear – Approx \$400 for a brand-new athlete
- Registration fee - \$99 per athlete/coach
- Hotel – 8 team rooms, 2 coaches at \$154 (not including taxes/fees) 5 nights is approx. \$7,700 so about \$10,000
- Flights – \$6000 depending on where flying from and how early you book
- Rental Vans/transportation for Florida. Vans usually run about \$750 per van,
- Poms/Signs/Flags/Megs – Approx. \$600 depending on quantities needed
- Coach Polos – Everyone needs a white one. Other colors optional. \$25 each
- Membership Fee (typically paid by athletes directly):

**Total Anticipated Expenses:** \$30,000

**Suggested Fundraising:** \$1,200-\$1,500 per athlete, totals to: \$38,400

#### Optional items:

- One additional shirt designed specifically for the team
- Additional items to hand out at the cultural exchange
- Approx. 3-4 sets of additional uniforms (ex 1 whole set in size small, medium, etc)

### Example Budget for a Dance Team with 24 athletes and 4 coaches

- Practice Wear – Approx \$230 (warmups, backpack, t-shirts, shorts)
- Uniform – Varies per team. Approx. \$250-\$250
- Registration fee - \$99 per athlete/coach
- Hotel – 6 team rooms, 2 coaches at \$154 (not including taxes/fees) 5 nights is approx. \$6,160 so about \$8,000
- Flights – \$6000 depending on where you are flying from and how early you book
- Rental Vans/transportation for Florida. Vans usually run about \$750 per van
- Coach Polos – Everyone needs a white one. Other colors are optional: \$25 each
- Membership Fee (typically paid by athletes directly):

**Total Anticipated Expenses:** \$25,000

**Suggested Fundraising:** \$1,200-\$1,500 per athlete, totals to: \$28,000-\$36,000

# - US National Teams -

## General Timeline

### 2025/2026

OCT

1. Finalize tryout plans
2. Check team email/respond to questions
3. Make sure all coaches complete USA Cheer Membership



NOV

1. Conduct tryouts
2. Send final team roster to Kristine
3. Make sure all athletes complete a USA Cheer membership & National Team Policies Agreement



DEC

1. Finalize uniform sizes, Due by the 10th!
2. Start publicizing fundraising pages
3. Plan out practices for rest of season
4. Work w/Kristine to order any additional props/items like poms/megs/flags etc.
5. Push for end-of-year donations
6. Special Olympics - make sure you have submitted your SO Paperwork to Darian!

JAN

1. Keep Fundraising!
2. Book Travel to Orlando!
3. Finish hotel plans (USA Designated hotel)
4. Fan shirt order will go out



FEB

1. Respond to Kristine's emails about registration paperwork
2. Practices ramp up
3. Keep Fundraising!
4. Reach out to Kristine with any roster updates



MAR

1. Family members can purchase Disney tickets.
2. If you want special items for cultural exchange make sure to order those.
3. Reach out to Kristine with any roster updates.



APRIL

1. Reach out to Kristine if you need COIs for showcases
2. Arrive in Orlando by April 21
3. USA Showcase April 21st
4. ICU Worlds April 22-24
5. Have fun and go USA!



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
					Dallas Coed Premier Training	
					Nashville Premier All Girl Training	
2	3	4	5	6	7	8
Dallas Coed Premier						
Nashville Premier All						
9	10	11	12	13	14	15
Chicago Youth Training						Youth Coed/All Girl
16	17	18	19	20	21	22
Youth Coed/All Girl					JUCO Practice	
					Nashville JAG Choreo	
					Nashville Premier All Girl Training	
					Premier Coed Training	
					Adaptive Abilities @	
					Youth Coed/All Girl	
23	24	25	26	27	28	1
JUCO Practice	6pm - JAG Practice		6pm - JAG Practice		Nashville JAG Practice	Chicago Youth Coed/All
Nashville JAG Choreo						
Nashville Premier All						
Premier Coed Training						
Adaptive Abilities @						
Youth Coed/All Girl						

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23 JUCO Practice Nashville JAG Choreo Nashville Premier All Premier Coed Training Adaptive Abilities @ Youth Coed/All Girl	24 6pm - JAG Practice	25	26 6pm - JAG Practice	27	28 Nashville JAG Practice	1 Chicago Youth Coed/All
2 Nashville JAG Practice Chicago Youth Coed/All	3 6pm - JAG Practice	4	5 6pm - JAG Practice	6	7 JUCO Practice	8 Chicago Youth Coed/All
9 JUCO Practice Chicago Youth Coed/All	10 6pm - JAG Practice	11	12 6pm - JAG Practice	13	14 Nashville JAG Practice Premier All Girl Training Premier Coed Training	15 Adaptive Abilities @ Chicago Youth Coed/All
16 Nashville JAG Practice Premier All Girl Premier Coed Training Adaptive Abilities @ Chicago Youth Coed/All	17 6pm - JAG Practice	18	19 6pm - JAG Practice	20	21 JAG Practice JUCO Practice	22 Chicago Youth Coed/All
23 JAG Practice JUCO Practice Chicago Youth Coed/All	24 6pm - JAG Practice	25	26 6pm - JAG Practice	27	28 Adaptive Abilities @ Freeport, IL 61032, USA JAG Practice	29 Chicago Youth Coed/All
30 Adaptive Abilities @ JAG Practice Chicago Youth Coed/All	31 Fundraising Due 6pm - JAG Practice	1	2 6pm - JAG Practice	3	4 Adaptive Abilities @ Freeport, IL 61032, USA JAG Practice JUCO Practice	5 Chicago Youth Coed/All

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
<div>Adaptive Abilities @</div> <div>JAG Practice</div> <div>Chicago Youth Coed/All</div>	<div>Fundraising Due</div> <div>6pm - JAG Practice</div>		<div>6pm - JAG Practice</div>		<div>Adaptive Abilities @ Freeport, IL 61032, USA</div> <div>JAG Practice</div> <div>JUCO Practice</div> <div>Chicago Youth Coed/All</div>	
6	7	8	9	10	11	12
<div>Adaptive Abilities @</div> <div>JAG Practice</div> <div>JUCO Practice</div> <div>Chicago Youth Coed/All</div>	<div>6pm - JAG Practice</div>		<div>6pm - JAG Practice</div>		<div>JAG Practice</div> <div>Chicago Youth Coed/All</div> <div>JUCO Practice</div>	
13	14	15	16	17	18	19
<div>Tampa Training</div> <div>JAG Practice</div> <div>JUCO Practice</div> <div>Chicago Youth Coed/All</div>	<div>6pm - JAG Practice</div>		<div>6pm - JAG Practice</div>		<div>JAG Practice</div> <div>JUCO Practice</div> <div>Chicago Youth Coed/All</div>	
20	21	22	23	24	25	26
<div>Tampa Training</div> <div>JAG Practice</div> <div>JUCO Practice</div> <div>Chicago Youth Coed/All</div>		<div>USA Showcase Orlando</div>	<div>ICU World Championships</div>			
27	28	29	30	1	2	3