



# **CHEERLEADING & PERFORMANCE CHEER**

**CHANGING TRENDS IN OUR SPORT**



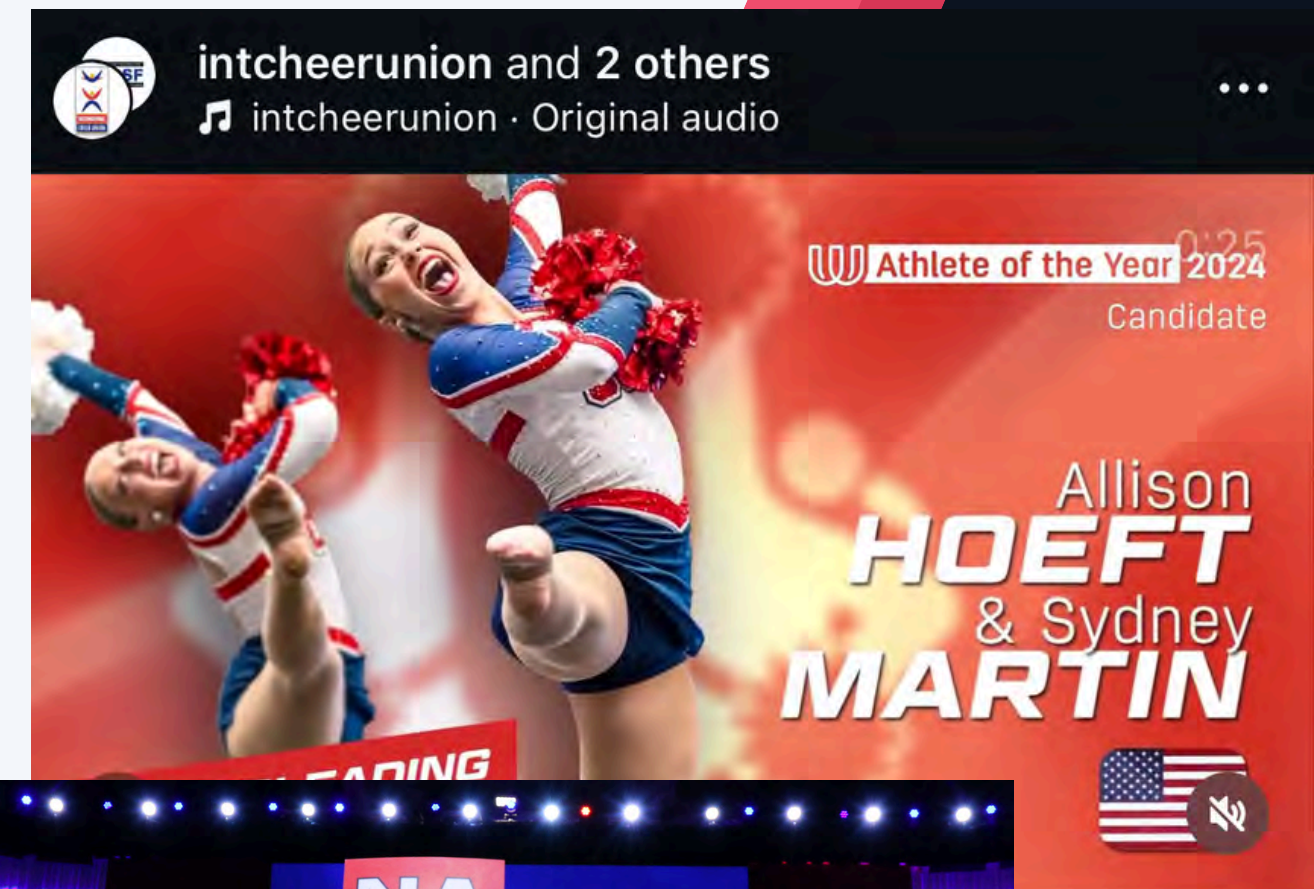
# OUTLINE

- Emphasis on Sport
- Music Guidelines
- Costume and Uniform Guidelines
- Showmanship Guidelines
- Category Definition Guidelines
- Use of Acro/Gymnastics in Performance Cheer
- Entrances/Exits in Cheer



# EMPHASIS ON SPORT

- Consistent Olympic Channel Coverage
- Exposure to other sports, athletes and non-cheerleaders
- Importance of creating and upholding a respectable and athletic image at all of our events



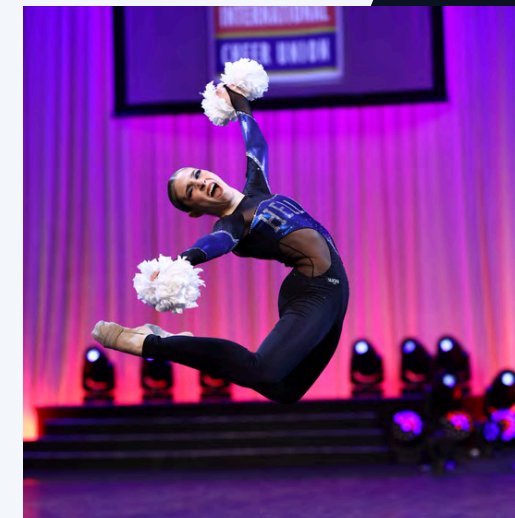
***The following guidelines are designed to help us achieve the ICU objectives outlined below. Our implementation focuses on creating and maintaining a respectful and athletic image at all our events. With the increased visibility of our sport through Olympic Channel coverage, we aim to present our athletes and our sport in the most accurate, appropriate, and professional manner possible.***

***These guidelines will be enforced, with the possibility of establishing rules if violations continue. Failing to adhere to these guidelines will significantly impact scoring in Overall in Cheer, and will also affect Category Style Execution, Musicality, and Overall impression in Performance Cheer.***

# MUSIC IN COMPETITION

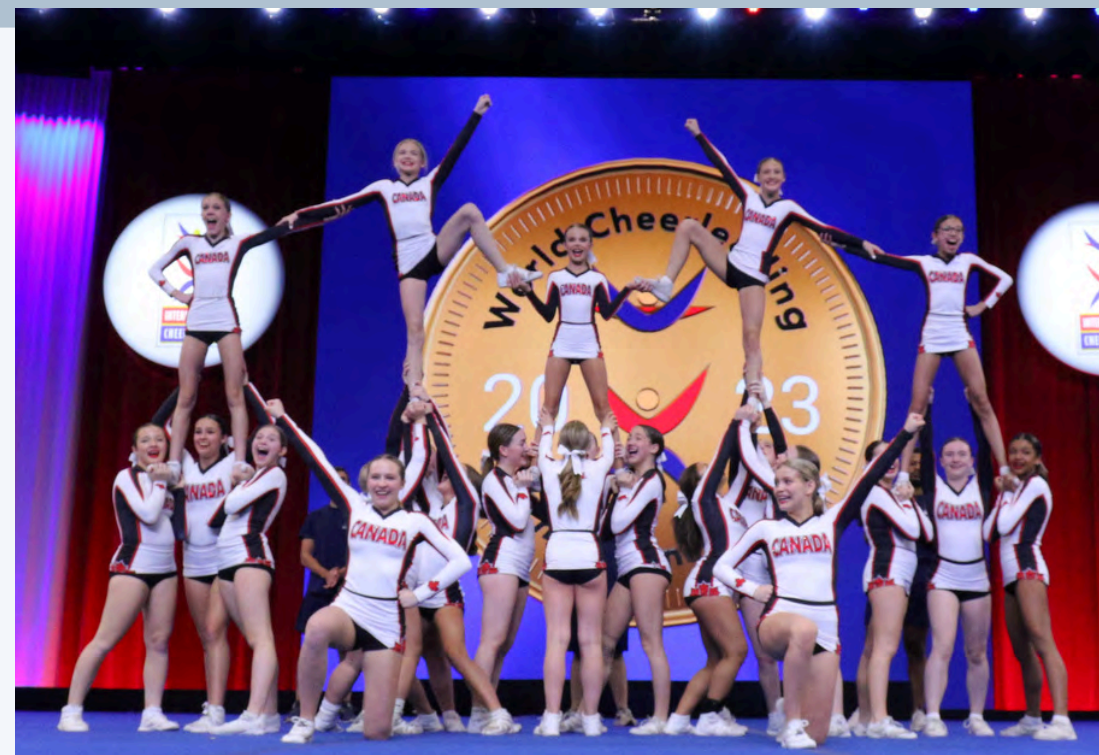
- Music must be heard clearly to properly appreciate the musicality of the routine, as it is an important part of the scoring criteria.
- Excessive use of sound effects or the addition of generic or custom voiceovers to the music should be avoided, with the exception of stating the name of the country. This should be done a maximum of two times throughout the routine. For example, mentioning “Team Mongolia” or “Chile” is appropriate.

## EXAMPLES



# MUSIC & CATEGORY DEFINITIONS

- Music and choreography choices must be appropriate and align with the genre and category descriptions.
- Cheerleading & Performance Cheer routines should promote a motivating and positive presentation, fostering genuine engagement with the audience. The goal is to leave them feeling inspired, energized, and uplifted.



# MUSIC & CATEGORY DEFINITIONS

## JAZZ

- In the Jazz category, routines should move away from lyrical and contemporary music and movements. Instead, music and movement choices should be motivating, dynamic, and uplifting to reflect the sport's image. The routine should be suitable for a sporting event and designed to engage and motivate the crowd. A cappella song choices, which include singing or spoken word without instrumental accompaniment, should be avoided. Additionally, music that addresses topics such as death, illness, suicide, abortion, politics, depression, tragic loss, or sadness is not appropriate for this sport and should be excluded.

## HIP HOP

- For the Hip Hop category, choreography must not depict violent or abusive themes, such as killing, harming, or hurting others.

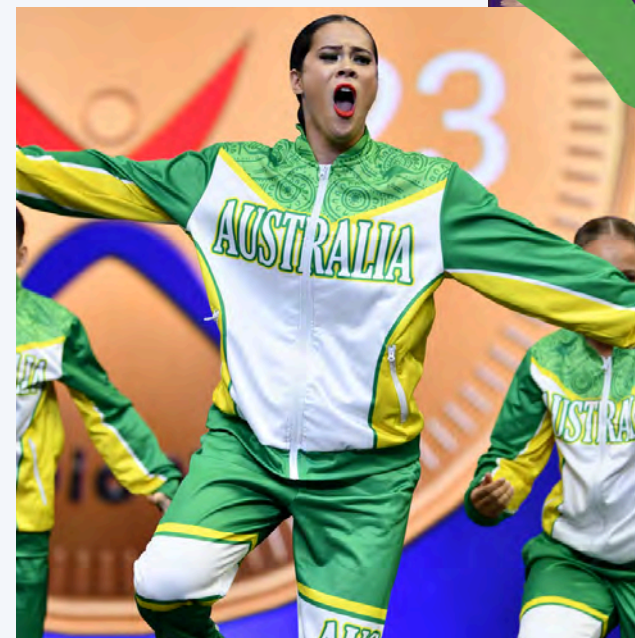
# EXAMPLE



# COSTUMES & UNIFORMS

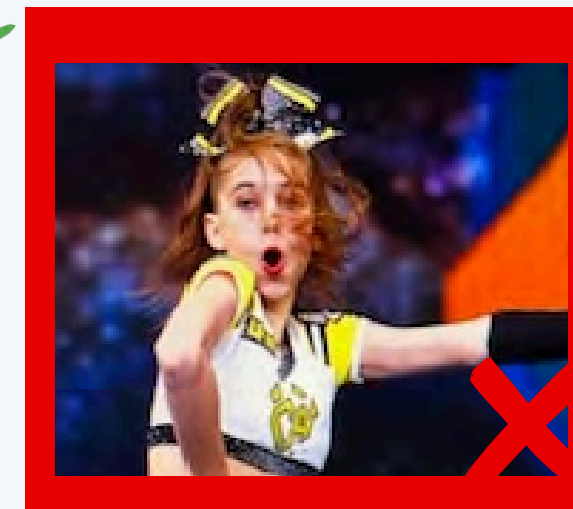
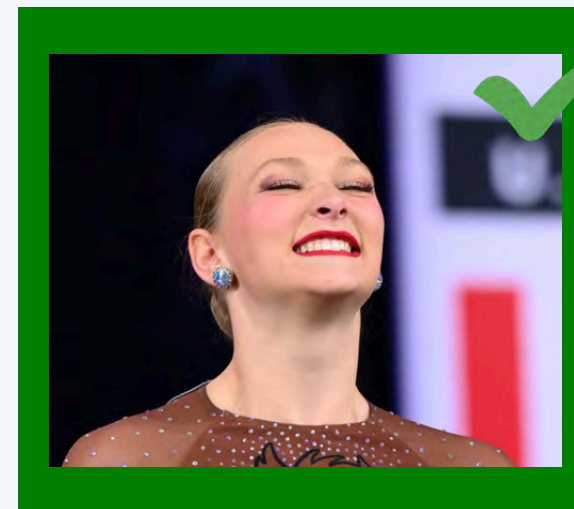
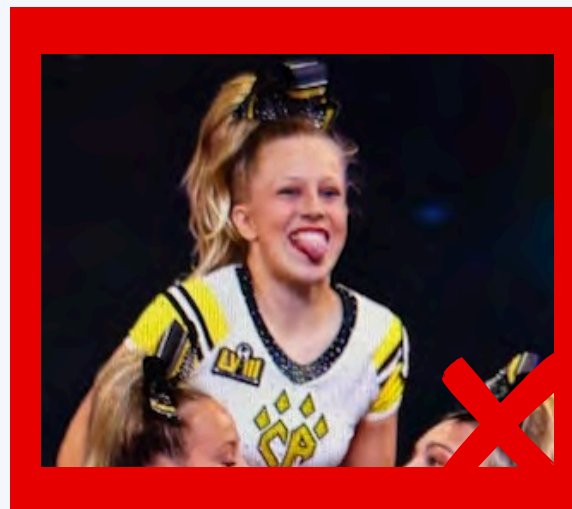
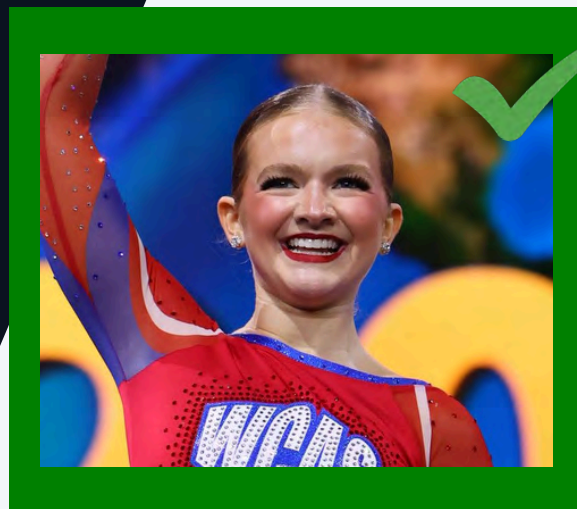
- Costumes must be suitable for the genre and align with the sport's image.

Theatrical or character costumes are inappropriate and should be avoided.

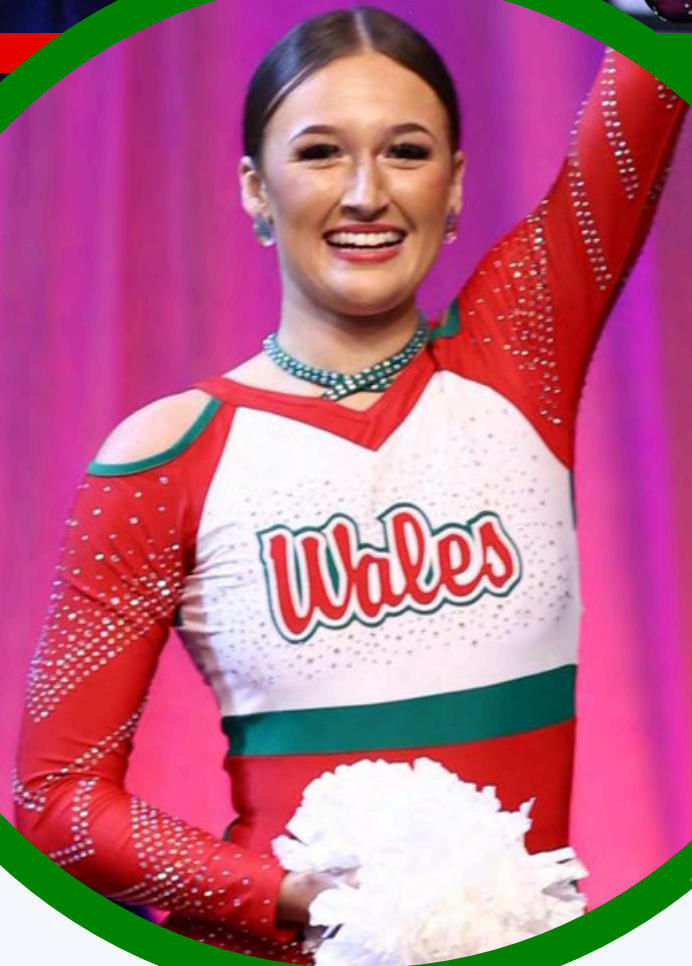


# SHOWMANSHIP

- This guideline has been established to address the inclusion of entrances and exits, along with the overall performance.
- Facial expressions and mannerisms on stage should be genuine and authentic to create a strong connection to the music and story conveyed through the choreography.
- Avoid using forced, choreographed, aggressive, vulgar, or offensive facial expressions and gestures, as they are inappropriate for this context.

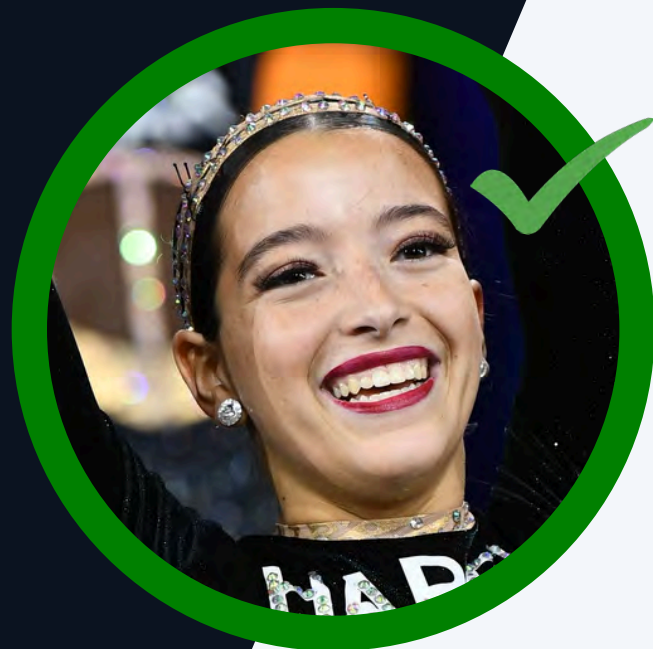


# EXAMPLES

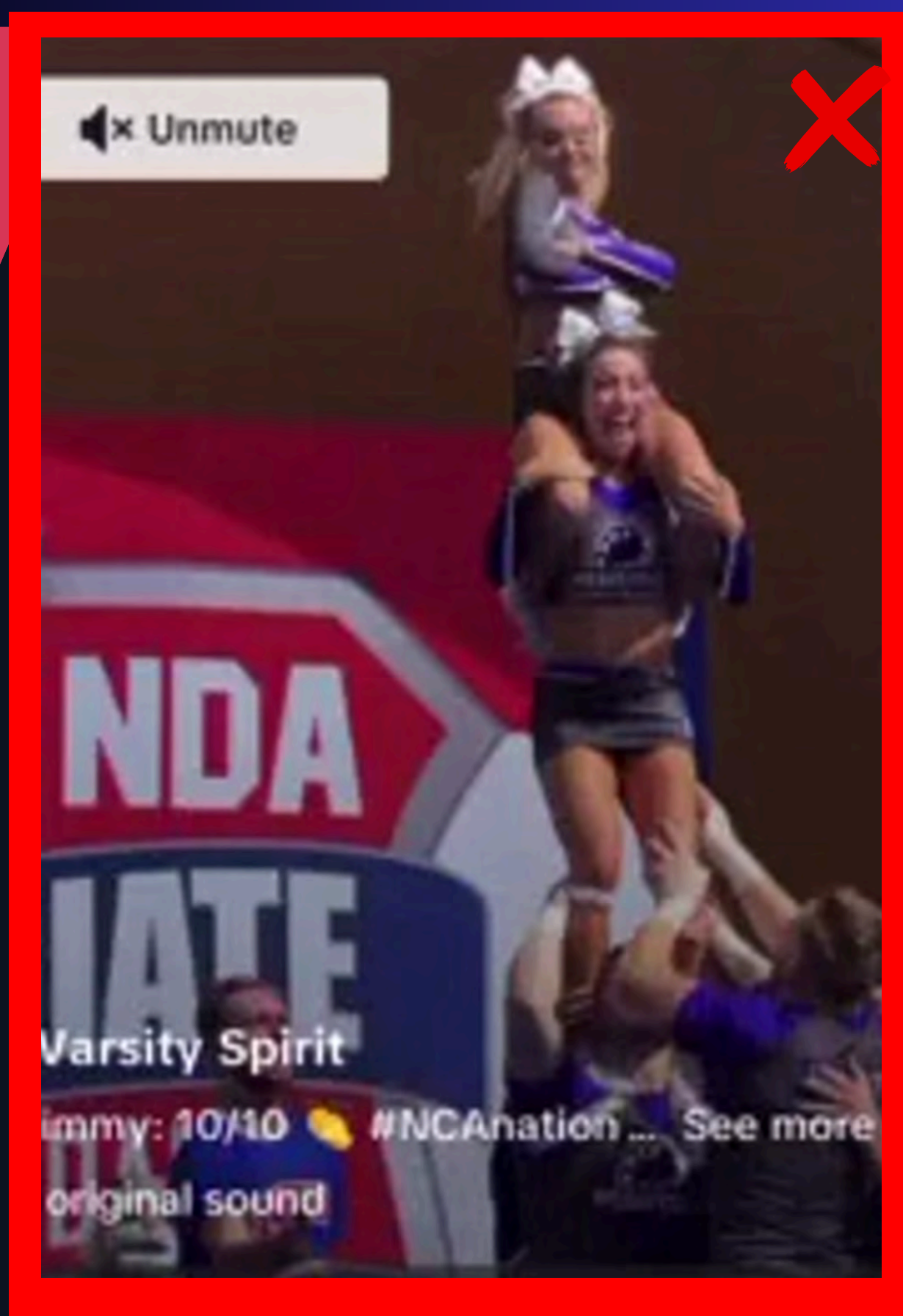


# SHOWMANSHIP

- Additionally, singing or pantomiming the lyrics is not suitable for the performance and should be refrained from.
- Examples of what to avoid include: sticking out the tongue, displaying angry gritted teeth, making exaggerated "O" mouth shapes, winking excessively, and displaying dramatic crying or angst, as well as shimmying in Cheer.



# ADDITIONAL COSTUME, MOVEMENT, & FACIAL EXPRESSION EXAMPLES



# PERFORMANCE CHEER ONLY

## USE OF ACRO/GYMNASTICS SKILLS

- To effectively differentiate our sport from others, we should limit the use of skills borrowed from disciplines like acrobatics and gymnastics. Skills such as cartwheels, partner cartwheels, round-offs, side and front aerials, chest rolls, and similar tumbling movements should be used conservatively or avoided entirely, as they do not reflect the true nature of our sport.



# CHEERLEADING ONLY


## ENTRANCES & EXITS

- Entrances: When teams are introduced, teams must take the floor and assume their starting position within **20 seconds. (stays the same as 2025)**.
- Exits: At the conclusion of the routine, teams must exit the floor immediately and must be off the performance floor within **20 seconds after having dismounted their stunts or pyramids. (Time starts when all the athletes feet are on the performance surface NEW in 2025).** This is to give the athletes time to dismount safely from pyramids or stunts.



# Questions?

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