



Dear Cheer Champs Elite Gym Owners and Cheer Families:

Our Cheer Champs Elite **Family** (CCE) deeply understands how unbelievably challenging this time is for us all, and we are hoping that you are all safe and healthy at home during this challenging and uncertain time that we are ALL going through with the COVID-19 global pandemic.

We want to take a minute to thank you for your support and patience over the past few weeks as we navigate these uncharted territories. We know the hard work, dedication and time we have all put in to prepare for an amazing season, and sadly this has been interrupted for us ALL with the outbreak of the COVID-19 virus! Like the rest of the world, we are following the mandates given by the Federal, State, and Local Governments, to take to control of the spread of this deadly virus! As you ALL KNOW— this literally brought the entire world and our wonderful Cheer Competition Industry to a standstill. This unprecedented event is something that no Gym, Program or Competition could have ever prepared for, especially at this critical time of year. It is not only unimaginable—it is surreal. Please KNOW, that we are ALL in this together, and we promise to do whatever we can to make this situation easier on you with a variety of options for you to work with! We are working tirelessly to reschedule all of our postponed competitions and we are committed to providing you with the fun-filled Cheer Champs Elite Royal Competition Experience you are accustomed to!!

Like you, we are working diligently to support you, our Cheer Family and trying our best to keep a positive attitude, while staying safe and trying to remain afloat. Every hour brings new and startling information. The many unanswered questions, plus not knowing, can create uncertainty and anxiety in all of us, especially in light of the minute-to-minute changes we continue to experience. Yet we can still avoid hasty and “fear driven” decisions.

The containment and social distancing measures put in place are severe, since this pandemic is fast moving, but we also know that the severity should help us “flatten the curve” so that we can get back to a “new normal” with on-site events as swiftly as possible. This is preferable to a longer term of social isolation. However, this does not remove the grave economic impact on all of us. And it is deep, and it is grave.

This situation goes to the financial heart of the sustainability of our entire world and certainly our Cheer Community. Like many Programs and Parents, Cheer Champs Elite is suffering the financial difficulties of this overwhelming virus. Our commitments begin long before the last-minute government social distancing measures were imposed, we have to send deposits/payments, make purchases and sign contracts. The venues we booked are still holding our deposits, as well as, “in full” payments in anticipation of the rescheduling of our events. Not to mention we have purchased all of our awards, merchandise, equipment, supplies and our contractual obligations we are committed too.

Nobody predicted this instantaneous disruption of cash flow from Parent > Gym/Program > Competition > Venue > Supplier, etc. It is unprecedented! Deposits/payments were made from Programs to Competitions, on behalf of the Parents, and the Competitions placed those deposits/payments (on behalf of registered Programs) to those Venues/Vendors. Gyms, Cheer Programs and Competitions provide young Athlete’s with a safe place to follow their passion and compete. These same Programs and Competitions are also responsible for the employment of many talented people to help make those passions a reality. These dedicated people rely on the competition season income to support their daily lives. Besides payroll to support these people, Programs and Competitions have additional seasonal expenses to continue operating in the off-season. Maintaining sustainable cash flow for Programs and Competitions requires relentless fiscal diligence.

YES! We are all in this together. We are supporting each other through this “New Normal.” We are sharing the pain, burden, and economic sacrifice required to weather this extraordinary period. This period of postponement is not ideal, but we remain composed and patient as we work through the challenges that lie ahead.

We will sustain this crisis and come out stronger on the other side. CCE is committed to supporting everyone to help us persevere together. We thank you for your patience. We thank you for your understanding. We thank you for the incredible outpouring of support from everyone is working together for one another.

Our Cheer Community is part of our Royal Cheer Family and like all families do when there is a challenge—we come together and take care of each other. CCE is working day and night to brainstorm and provide swift ideas and solutions to the ever-changing climate this virus has created.

With the current mandates of social distancing being extended to April 30, 2020 we are forced to postpone our upcoming April events. As of now, almost every school district is closed, and we are unable to get in contact with venue employees, making it difficult/impossible for us to secure a postponement dates for each event. Please trust, that our team is working tirelessly to get every event rescheduled and will update as information becomes available.

4/6/2020: Our most recent competition update:

- 👑 **Battle of the Coasts, East vs. West, LIVE Virtual Competition, scheduled for 4/4/20, postponed to May/June, 2020**
- 👑 **Royal Court Challenge, originally scheduled for 3/22/20, Manheim, PA is postponed to: June/July, 2020**
- 👑 **Battle at the Castle West Coast, originally scheduled for 3/22/20, Montclair, CA is being rescheduled to June/July, 2020!**
- 👑 **Royalty Championship West Coast, originally scheduled for 4/19/20, CANCELLED!**
- 👑 **Royal Kingdom Nationals, scheduled for 4/19/20, rescheduled to 7/24/20, Collins Arena, Brookdale College, Lincroft, NJ**

Our sole focus is to provide our services to you and offer the most flexible options in doing so. We understand that many of you would prefer a refund, however, as stated in our posted rules we do not provide refunds when the circumstance of rescheduling is beyond our control. If we cancelled the event for lack of registration or any other reason that was on our end, we would have gladly provided you with a refund, as we always have in the past. We would normally not get into detail, but in an effort to be as honest and transparent as possible and hoping this will help you understand our situation, we will explain the reasons why we are unable to provide refunds. Any of you who have previously attended our events, know we provide outstanding, high-end events at a very low rate, and do not compromise on anything in order to produce top-of-the-line competitions for our Cheer Family. We are able to do this mainly because of the of the revenue we receive from our spectator fees, without spectators there is no money to refund, we actually operate in the negative from December to our larger events start in March and April, needless to say, those have not yet taken place. In order to produce our events, we have many operating expenses that need to be paid for months in advance of our events; Venues, Awards, Merchandise, Mats, Supplies, Staff, Equipment, Rent, Storage, etc. Being a newer EP, many of our events are on the smaller side of the spectrum, which makes the overwhelming initial investment of deposits/payments, pre-purchasing all awards, merchandise, equipment, etc. break-even or negative for us. We are not getting refunds from those things since we are rescheduling our mandatory postponed events, nor do we have unlimited capital or years of profit sitting in our bank accounts and simply do not have the money to issue refunds. We are not "keeping" your payments, we are crediting your account in order to stay in this business that we have grown to love very much. We sincerely hope that you understand our predicament, as we understand yours and we are trying to make this unprecedented situation we are all in as mutually painless as possible. We sincerely hope you will be able to attend one of our rescheduled events, however, if you are unable to do so, below is a list of options we are happy to offer you.

- 👑 **Transfer your registration to the new event date!**
- 👑 **Transfer your registration to another event date, location within this season or next!**
- 👑 **Participate in our LIVE! Virtual Competition and receive a partial credit towards a future event!**
- 👑 **Graduating Seniors: For any program/team that has a graduating senior we will refund the Senior Athletes paid fee directly to the parent. We ask that all Coaches send us an email and give us the Athlete Name; Parent Name and Address and we will issue refunds to them and adjust your account credit accordingly.**

CCE and CCE West Coast offices are currently closed due to the recommendations made by government and health officials in our state. Communication will be limited during this time so please bear with us as we work to respond in a timely manner to all Coaches inquiries. We do ask that you email us with any questions or concerns you may have and do not post any comments on our social media/marketing platforms. You can reach **East Coast Events** at info@cheerchamps.com and **West Coast Events** at contactus@cheerchampswest.com

Again, thank you for your support and patience during these unperceived times. This has been so tough on everyone who is part of our Cheer Community. We are truly heartbroken to have our 2020 season interrupted and these unfortunate challenges forced upon us all. We are going to do everything within our power to get back to normal as quickly as possible, so we can give your Athletes, especially your graduating Seniors, the opportunity to shine on the Cheer Champs Elite mat.

We remain committed and will continue to communicate as frequently as additional information becomes available. We are sending you all our heartfelt thoughts and prayers to you and all of your Cheer Family, please stay positive, focused, united and safe! ❤️ 🙏❤️ 🙏❤️

Lovingly yours,

Cheer Champs Elite and Cheer Champs West Royal Families