


# 2025 – 2026 Information Packet





# MARCH 7, 2026

## Spokane Convention Center

 Cherish the Community:  
Assisting a local charity  
in need, details to be  
determined.

### Lilac Championship

World Cheer Co is making its way back to the Pacific Northwest, specifically to the Spokane area! This exciting one-day competition will showcase all divisions and is set to be a top-notch event, inviting teams from all neighboring regions.



### AWARDS

- First Place medals when division is larger than 3
- Level Grand Champs Banner / Overall Grand Champs
- 2 Paid Invitations to AIA The Global Tournament and 13 additional Invites to the AIA Global Tournament
- Wildcard bids REC/Youth/D2/ The Summit
- The Finals TBD

### Event Specifics

- Coaches' hospitality area
- Individual gifts for athletes
- Detailed Scoresheets from certified judges
- WCC Family Loyalty Program discounts

### SCORING

- United
- Open Series

### HOTELS INFORMATION

[CLICK HERE FOR  
HOTEL  
RESERVATION](#)



[www.worldcheerco.us](http://www.worldcheerco.us)



[worldcheerco.usa](http://worldcheerco.usa)



**Meydenbauer Center**  
11100 NE 6th St  
Bellevue, WA 98004





## BID DECLARATION

### USASF 2026 Cheerleading and Dance Worlds Bids

On behalf of **World Cheer Co Brands**, **Rocky Mountain Nationals** and **Tri-County Championship** will be awarding bids to the **2026 USASF World Cheerleading and Dance Championships**. World bids are open to all eligible teams in attendance that meet the outlined criteria in this declaration. All bid recipients programs and athletes must be in good standing with the USASF.

#### At Large Bids:

- Will be awarded to the Top Scoring bid eligible team across all divisions.
- Tie Breaker: In the event, there is a tie for a Bid, the Event Director will award the team with the highest raw score after two rounds of competition

### 2026 D2 & The Summit Bids, & Rec

WILD CARD bids will go to the highest-scoring bid eligible teams across different levels. The levels will be divided as follows: L1, L2, L3, L4, and L4.2/L5/L6.  
(International division are excluded from the wildcard division)

#### 2026 Youth Summit

At events with 3 Wild Card Bids, one bid will be awarded to the highest scoring eligible D1 team and one bid will be awarded to the highest scoring eligible D2 team, with the 3rd bid being awarded to the next highest scoring eligible Youth team regardless of D1/D2 status.

### Nfinity The Finals Bids

Top 10 highest scores of the event of programs seeking the Finals as the programs end of year event. Finals will except all scoresheets

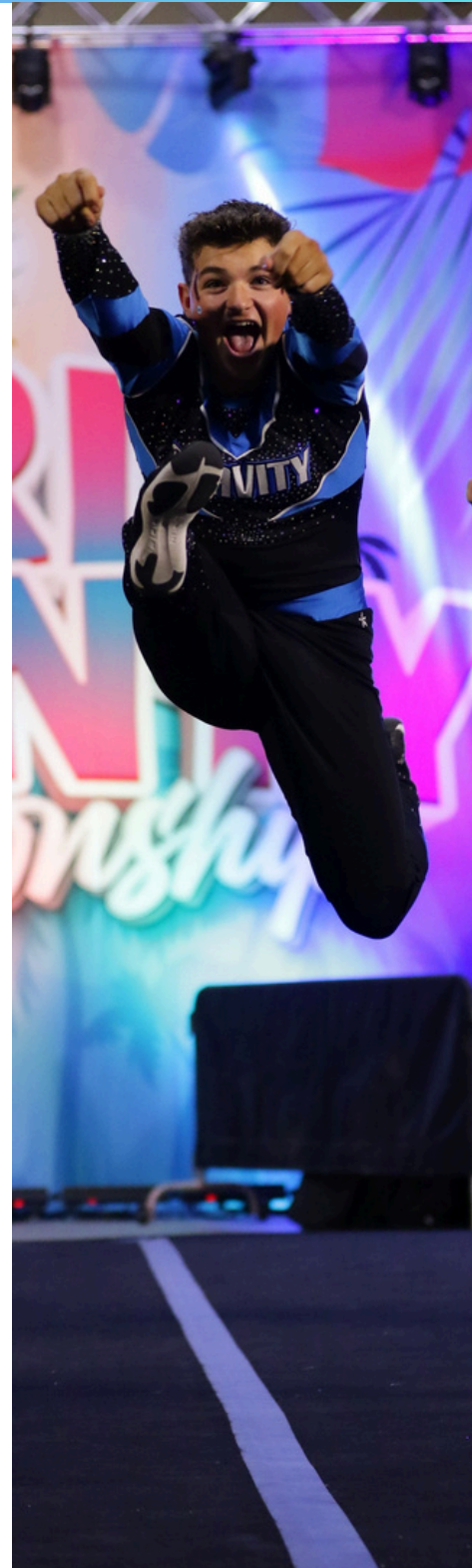
### THE GLOBAL TOURNAMENT OF INTERNATIONAL ALLSTAR

#### Montreal, Canada July 16-19, 2026

The Global Tournament of International Allstars refines all-star cheer and dance in the worldwid experience. Wiht the rou All WCC Brand events will award 15 invitations to the AIA Global Tournament for all eligible teams across levels 1-7 on the IASF age breakdown

**The Summit, D2 Summit, REC Summit, Youth Summit and Finals bids winner will be annouced in a WorldCheerCo Brands social media promotion video the following Tuesday after the event attended.**

For more information contact [amelia@worldcheer.co](mailto:amelia@worldcheer.co)



[www.worldcheerco.us](http://www.worldcheerco.us)



[@ worldcheerco.usa](https://www.instagram.com/worldcheerco.usa)

# PRICING, REGISTRATIONS & TERMS CONDITIONS



- All pricing is per athlete per team/division and per registering program.
- The crossover rate is for additional routines at the same event.
- You will be charged for your highest registration fee first. Subsequent routines will be charged at a crossover rate
- **Programs are not eligible to compete until they are registered and paid in full. Will not be put on the schedule without 50% payment**
- Payment processing fees are at the cost of the customer
- If an athlete crosses over to another program eg. Allstar to Scholastic they are treated as two customers and required to pay the fees associated with registering for each program
- **Late Registration** - Registrations after the close date will incur a late fee of \$500 per invoice and is non-refundable
- **Division Change Fee** - Changes made after the first Schedule release will cost \$500 per team and is non-refundable, Division change fees must be paid prior to a division change occurring. It is your responsibility to have this done prior to the time frame for changes elapsing
- **All Payments are due in full 30 Days prior to the event start date. Programs not paid in full by this date may be removed from the event**
- **Event Merchandise** - Teams not registered by the event close date may not appear on event merchandise
- Programs must be in good standing with World Cheer Co Brands to be accepted into the event
- World Cheer Co Brands may choose to not accept a registration based on previous history of payment or sportsmanship.
- Crossovers & Novice
- WorldCheerCo Brands crossovers must follow USASF or Open Series Crossover Guidelines.
- Crossover Time Policy
- All crossovers will have 20 minutes between performances, not Warm up.
- This information pack is expected to be updated in the lead-up to the season. All updates will be posted to the WorldCheerCo website. [www.worldcheerco.us](http://www.worldcheerco.us)





# REFUND POLICY & TEAM CANCELLATION

## Individual Withdrawal

28 Days or more to the event commencing: 50% of the Individual registration fee to be refunded to the payer.

15-27 Days before the event commencing: 25% of the Individual registration fee to be refunded to the payer.

14 days or less prior to the event commencing: No refunds will be issued.

Invoices must be paid in full by registration close dates to have refunds issued.

Refunds will only be issued with a supporting medical certificate and processed 21 days after an event.

Claims must be given in writing to World Cheer Co during a given period and are subject to approval.

Team Cancellation 49 Days or more before the event commencing: 50% of each Individual registration fee to be refunded to the payer

30- 48 Days prior to the event commencing: 25% of each Individual registration fee to be refunded to the payer

30 Days or less prior to the event commencing: No refunds. If an athlete is a cross over the above refund will be based on their crossover fee.

Team cancellations received after the event closing date will result in full forfeiture of all monies paid, unless under special circumstances at the discretion of World Cheer Co Brands.

Refund inquiries must be emailed to the  
[amelia@worldcheer.co](mailto:amelia@worldcheer.co)



[www.worldcheerco.us](http://www.worldcheerco.us)



[worldcheerco.usa](mailto:worldcheerco.usa)

# ATHLETE & GYM OWNER CODE OF CONDUCT



By registering your team via the RegChamp platform to compete at a World Cheer Co Event, you are agreeing to the following:

- I have read, understand, and will abide by all WCC rules and regulations.
- I understand that competitive cheerleading or dance is an activity that presents the possibility of injury. As a coach who understands this risk, my athletes have received proper training.
- I understand all risks and will always place more emphasis on the safety of my athletes than on competitiveness.
- I will follow all WCC rules and regulations. I understand that any violation of the rules and regulations could result in a penalty, point deduction, or disqualification.
- I will abide by the age and/or grade requirements (USASF Rules and Guidelines) for all divisions that my teams are competing in. I understand that I will be required to provide proper age and/or level verification at the time of check-in at an event. Falsifying age and/or grade requirements will result in disqualification from competition.
- I will accept all judges' decisions as final and not question the integrity of said judges. If there is a valid protest, the head coach may file a complaint. If, for valid purposes, I register a complaint, I understand that this complaint will be addressed after the competition.
- I understand that any action taken by a parent, family member, friend, or competitor in approaching a WCC Staff member or judge will result in a penalty point deduction as well as forfeiting the coach's right to protest or review the tape. At all times, I will support results of the competition as I am a role model for my program.
- I will promote fairness and demonstrate appropriate sportsmanship throughout the competition, as well as require all persons affiliated with my program to conduct themselves with the same appropriate Sportsmanship.

I understand that WCC reserves the right to remove any persons from the competition for unsafe or unsportsmanlike actions that may occur both onsite or on social media.





# WORLD CHEER CO BRANDS SCORING

**Scoring process:** WCC Brands uses the RegChamp platform to score all Cheer and Dance performances. WCC Brands uses a form of video recording to capture all performances for deductions, legalities, and replay. Scoresheet ranges are released via email from RegChamp within 15 minutes of each performance.

- Deductions: are released via email from RegChamp
- Divisions close 15 minutes after the last team's score ranges are released. All scores are final after the official review and closure of the division

## **Score Reviews:**

All initial reviews should take place via our Scoring Zone. The review process is 10 minutes for one-day events and for 2-day events (15 Minutes Day 1 and 10 Minutes Day 2).

- Virtual score checks: If deemed necessary a virtual review process with an official will be available. Scan the QR Code for the Submission Form
- The courtesy review TV will be available for coaches who want to review their videos before submitting any reviews.

## **Final Scores and Rankings**

- ONE Day Event Division scores: Will not be released until after awards. Your Team's Full Scoresheet will be released following 15 minutes of each performance.
- TWO Day Event Division scores: Will not be released until the Division Finishes on Day 1 and after awards on Day 2. Your Team's Full Scoresheet will be released following 15 minutes of each performance.
- All Final scores will be released after the event

## **Level Champions:**

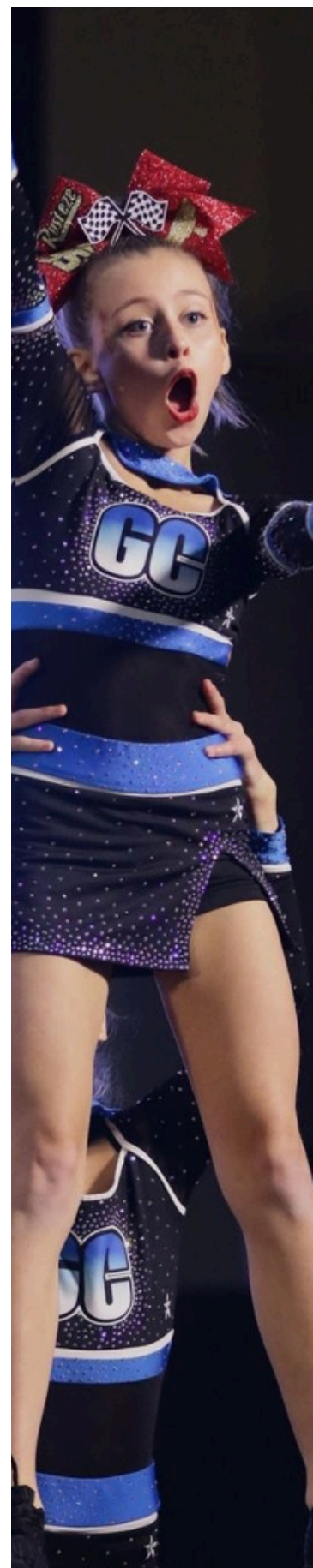
Are awarded to teams that compete on the same score sheet. This includes open teams. Non-Tumble will be in its own category.

Level Champions will be available for USASF and Non-USASF Teams

## **Tie Breaker:**

In the event there is a tie for a Level Champion, the Event Director will award the team with the highest raw score after two rounds of competition.

**Scoring Split (Tally Breakdown):** 2 Day Event 30% Day and 70% Day 2



# WORLD CHEER CO BRANDS JUDGING



WorldCheerCo Brands prides itself on the position of experience and knowledge brought to your Cheerleading market based on the quality and consistency of the judges brought to event experiences.

Whether in-person or virtual judging occurs, WCC Brands leans on its decades of experience and prestigious industry networks to ensure the All Star market is receiving the highest quality of personnel to critique and provide feedback on all routines.

With the ever-changing nature of technology and the evolving global travel situation, WorldCheerCo Brands will announce judges for the 2024-2025 season via the official event email correspondence before an event to maintain integrity and transparency with all coaching personnel and gym owners.

It is an expectation that judges are not contacted via social media or other forms of communication outside of the approved WorldCheerCo Brands Communication channels. Any attempt to contact judges prior to, during or the event will lead to consequential action as per the decision of the WorldCheerCo Brands directors.

Our judging panel each year consists of reputable judges from The United States, Latin America, and the United Kingdom & Europe.





# **PRE EVENT REGISTRATIONS & ONSITE COMMUNICATION**

## **PRE-EVENT REGISTRATIONS**

Registrations will open on the day prior to the event commencement. Booking times will be addressed in the pre-event email, and coaches or gym owners are encouraged to email [Amelia@worldcheer.co](mailto:Amelia@worldcheer.co) to secure their preferred time. WorldCheerCo Brands always encourages pre-event day registration to ensure ease on the day of competition. All bookings must be sent to Waivers must be submitted to RegChamp prior to pre-event registrations. In the registration room coaches will be given your wristbands for each event after proof a cerfied background check. Athletes will be given a black light stamp at the warm up check in each day for verification. Each athlete must be present at check in and the team number will reflect the number submitted in your registration process on RegChamp. All coaches must have provided their USASF Green Light credentials to the RegChamp registration process or bring in a valid Background Check. Coaches without a valid USASF Green Light or Background Cheer will not be given a coach pass, and will not be granted access to WorldCheerCo Brands event-zoned areas. No exceptions apply. The collecting coach or gym owner will be required to check all information is correct, and sign for the athlete's passes and coaches' passes.

## **ONSITE COMMUNICATION**

All scoring communication will be distributed to the registered email address used to register in RegChamp. It is the gym owner's responsibility to ensure the correct information for an onsite representative is submitted via ReChamp pre-event. No changes or updates to contact information will be made on the day of the event. For issues you might be experiencing with the RegChamp platform, or receiving event-specific information please email direct [victor@worldcheer.co](mailto:victor@worldcheer.co) WorldCheerCo Brands does not consider social media to be a formal means of communication and will respectfully not respond to inquiries sent to personal social media profiles regarding company matters. All matters of inquiry should be sent directly to the [amelia@worlcheer.co](mailto:amelia@worlcheer.co) account. Please allow up to 48 hours for a reply.

If your matter is urgent and can not be resolved via email, then contact Amelia directly on 720-695-2074 to have your inquiry directed to the appropriate director.

Email contacts for the WorldCheerCo Brands team are as follows:

Victor – [victor@worldcheer.co](mailto:victor@worldcheer.co)

Amelia - [amelia@worlcheer.co](mailto:amelia@worlcheer.co)

Jibreel - [Jibreel@worldcheer.co](mailto:Jibreel@worldcheer.co)



# GENERAL INFORMATION



## **Individual team videographers & photographers**

WorldCheerCo Brands is committed to the safety of our athletes, gym owners, coaches, and the cheerleading community. Our team is committed to providing a safe, and inclusive environment and for this reason, no onsite photography or videography will be allowed utilizing professional equipment without prior application and approval.

WorldCheerCo Brands will have Professional action photography available for sale through our website  
[CLICK HERE TO PURCHASE YOUR ACTION PHOTOS](#)

All persons acting outside of these permissions will be immediately removed from the site.

## **Crossovers & Novice**

WorldCheerCo Brands crossovers must follow USASF or Open Series Crossover Guidelines.

### **Crossover Time Policy**

All crossovers will have 20 minutes between performances, not Warm up.

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## ***Safety and Protocols***

All WorldCheerCo Brand events have developed and comprehensive emergency response plan outlining procedures for:

- Medical incidents
- Severe weather
- Security threats
- Other emergencies

All Safety plans for each individual event will be email out 60 days before the event



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[worldcheerco.usa](mailto:worldcheerco.usa)



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