



2026-2027

Full Year Non-Travel Information Packet

Get the full year experience without the travel costs! No plane trips, all drivable events. Same uniform, same camp experience, and same choreographers.

About Us: East Celebrity Elite is one of the most successful cheerleading training facilities in the country. Our program takes Cheerleading seriously and our staff works hard to develop your child into a well-rounded athlete - physically, mentally and emotionally. It's our mission to prepare our teams and athletes to perform to the peak of their athletic ability, ensuring their success in our gym and on the competition floor. Over the past 15+ years, ECE has developed a highly respected reputation in the all-star industry and we intend to continue to enhance our reputation with each season. Together, our teams have won National Titles, Grand Championship Titles, Choreography Awards, Program Championship Honors, Summit Championship titles and World Championship titles. We attend the most prestigious competitions that the cheerleading industry has to offer, and by doing so we have solidified ECE as a well-respected program that ranks among the nation's most elite in cheerleading. We believe that every athlete at ECE is a valuable member of our program and we will do our best as coaches and staff to focus on skill and character development to help prepare our athletes for the future. Our athletes will gain a tremendous amount of self-confidence and learn valuable lessons in team dynamics at our gym. They are taught lessons such as sportsmanship, goal setting, and how with hard work and dedication, they can accomplish any task. The hours, weeks, months, even years of work that go into improving stunts, tumbling, jumps, motions and dance technique will improve your child's fitness and their chances at cheering at the collegiate level. Our program allows our athletes to build new friendships and create memories that will last a lifetime. We are thankful that you are giving us an opportunity to work with your child. We truly believe that our athletes and parents are a part of our growing ECE family.

World-Class Staff & Facility: The staff at East Celebrity Elite has a combined knowledge of over 200 years of experience coaching cheerleading. They have coached at the all-star, high school, middle school, rec and pop warner levels. We also have staff members that have worked for summer camps such as NCA, Action Spirit and UCA. Your child's safety is important to us. As a result, our staff members are USASF certified in tumbling, stunts and baskets, as well as first aid and CPR certified. Our reputation and the talent of our athletes make working for ECE an honor among cheerleading professionals. We hire staff members who are invested in making your children the best they can possibly be. In addition to our amazing staff and world-class athletes, we also offer the most state of the art training facility in the state of Connecticut. Our facility allows the athletes to safely train in air-conditioned comfort in the summer and heat in the winter to prevent injuries. We have two full, competition sized spring floors, a spring strip, rod floor, tumble track and trampolines built into the ground, a crash mat pit, and numerous mats for safely teaching tumbling skills. Our athletes have a break room to eat in and an area to do homework. There is a parent viewing and seating area with cameras for viewing into the gym training area. We also offer free Wi-Fi connection to our members.

Sportsmanship: Teaching the value and principles of good sportsmanship to our athletes is incredibly important to our program. We expect ALL members of the ECE family to exhibit positive sportsmanship at all times. We also expect our staff, athletes and their families to keep social media family-friendly at all times.

Philosophy: We try to make practices and competitions fun, rewarding and productive. We create a positive learning environment that keeps our athletes excited and eager to constantly progress and grow their skills. Our goal is to be successful but also to ensure that each athlete is progressing to the next level in every aspect of cheerleading; motions, dance, tumbling, jumps and stunting.

Negativity-Free Zone: One thing that makes our gym feel like one big family is our negativity-free environment. Under no circumstances do we condone speaking about another athlete, parent or staff member in a negative manner. We are fortunate to have the great athletes and families that join ECE. A negativity-free environment is one part of what makes a successful and enjoyable gym.

Practice Information: There are attendance policies as this is a team sport that needs all team members to be at practice in order for it to be productive. Athletes in the gym area may not distract other athletes in a class or practice. We will practice twice a week. For the months of October & November we will practice three times a week to prepare for our first events. We may also practice 3 times a week the months leading up to our largest/most prestigious events. No gum or food is allowed in the gym training area. No horseplay is allowed in the gym. Cell

phones must be put away while in the gym training area. **Please note there can be mandatory extra practices added in the weeks leading up to competitions to ensure the teams are ready.**

Competition & Travel: We are excited to be offering Non-travel full year elite teams for the second season. The competitions chosen will all be driving distance for this program. Families at ECE are responsible for their own hotel costs if they choose to stay over. When we travel to an out of state event, the primary purpose of the trip is to compete. Athletes may not leave prior to the designated date and time indicated by the gym. Please check with a staff member for the practice information before booking your hotels. Failure to follow the designated departure time and missing a team practice may result in the athlete being pulled from the competition. A complete itinerary will be posted on the ECE Parent Facebook page for all ECE registered members during the week of or before each competition event. This will include the venue, meeting place, meeting times, performance times, award times and more. This information will help you to know what to expect and what you will need to be aware of pertaining to your athlete's team. This itinerary should always be printed out and brought with you to the competition so you can refer to it when needed.

Contact Information:

East Celebrity Elite Cheer & Dance

1434 Hartford New London Turnpike
Oakdale, CT 06370

Gym Phone: 860-443-4324

Website: www.celebrity-ct.com

Gym Email: ECECTcheer@gmail.com

Adam, Krystle & Colby, Owners Cell: Adam (603) 475-5710, Krystle (401) 418-1574 & Colby (860) 885-4711

Booster Club: eceboosterclub@gmail.com

Colby Burns, Owner/Coach/Program Director: ececolby@gmail.com

Krystle Madeiros, Owner/Coach/Office Manager: ececoach11@aol.com

Adam French, Owner/Coach/Allstar Director: ececoach@aol.com

Important Mandatory Dates & Info:

Mandatory Skills Camps: Once again we will be bringing in some of the most talented instructors to work with our athletes. We will mostly be focusing on choreography, stunting and tumbling technique to ensure our teams are ready for the upcoming competition season. - **June 20th & June 21st.**

Mandatory Routine Choreography: At ECE we pride ourselves in having the most innovative choreography in the industry. To do so we bring in multiple choreographers from across the country to work with our teams. All choreography dates are mandatory. Choreography is closed to parents and spectators. We also use the best music producers in the industry to have the most up to date music that only helps enhance the overall effect of our routines.

Mandatory Routine Choreography Dates:

Depending on what team your child is on choreography will likely fall into this date range.

Stunt Choreography- 6/20-6/21

Main Routine - 7/27 - 7/29 Level 1 teams with Colby & 8/15 - 8/20 teams with Wes

Pyramids - 9/21-9/25 with Cole, Adam & Colby

Dances - 10/14 - 10/17 with Wes

Summer Vacation/Holiday Gym Closing Dates:

May 25th (Memorial Day)

July 3rd - July 12th (4th of July / Gym Vacation)

September 4th- September 7th (Labor Day)

October 31st (Halloween)

November 25th - November 28th (Thanksgiving)

December 24th - December 26th (Holiday Break)

December 31st-January 1st (New Year's Break)

March 28th (Easter Sunday)

Note: There may be additional dates that the gym will be closed when ECE teams are away at competition. Dates will be posted as they are determined.

Fees & Payment Schedules:

Booster Club: Be sure to ask about the ECE Booster Club to help offset or cover your athletes fees.

Registration: Annual Registration/Tryout Fee: (You will receive a free ECE T-Shirt after joining a team.)

Registration Fee is \$100 if you register by 4/30 and \$125 if you register 5/1 or later.

Monthly Gym Tuition: Posted by the 25th to accounts and due by the 1st.

1st Child is \$160 per month.

2nd sibling living within the same residence is \$100 per month.

The 3rd sibling is \$50 per month.

The 4th child will not be charged monthly tuition.

Mandatory Skills Camp Clinics, Routine Music & Routine Choreography Costs -

These fees will be included in the season dues installments on the next page

Tiny Elite - the total fees are \$350. (**No Skills Camps or Clinics included**)

Mini 1 - Senior Level 6 the total fees are \$620

Uniforms: Uniform pricing includes sales tax and shipping. We are moving to a two year cycle for uniforms.

- Gym Uniform - \$560

- FAME Uniform - Estimated \$560

-Spotlight Uniform - Estimated \$560

- A competition Bow will be required for all teams. - \$40

- All ECE Cheer Athletes are required to wear the Varsity Cheer Sneakers as part of their uniform when they are performing at competition. These can be purchased anywhere online or in the Pro Shop at ECE.

USASF (Governing Body of All-Star Cheer & Dance) is requiring all athletes to pay a \$50 membership fee. This is paid directly to USASF when you register your athlete on USASF.net.

Competition Fees: These fees will be broken into equal monthly payments starting on June 1st and ending on February 1st. Our estimated competition fees for full year teams doing 5-7 comps is approximately \$1375. We will have our competition schedule finalized by July 31st. The fees for this season will vary based on the 2025-2026 competition prices set by the competition companies.

Practice Wear Set: All ECE cheer team members are required to purchase a set of practice wear. This will be worn on Sundays in the fall, to choreography and practices outside of the gym. Estimated cost is \$150 per set and this season it will include an ECE tank top to be worn over the practice wear when needed to comply with the USASF "cover up" rules.

Monthly All Star Cheer Payment Schedule

Estimated Season Dues: We are trying to evenly spread costs out this season so it is a consistent amount due each month. We will post tuition June through April at \$160 per month. In addition we will post \$245 per month (From June through February) and this will include camp, choreography, music, practicewear, estimated comp fees and competition bows (not uniform). Once we have the final competition schedule and final costs, we will use March to either post a credit to those accounts whose competition fees were less than \$1375. If your competition fees are greater than \$1375 we will post the difference in March.

Due Prior to joining ECE: \$125 Tryout/Registration Fee (\$100 before 4/30)

Due 5/1:

Only pay for lessons, classes and clinics you book

Due 6/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 1 of 9
Uniform Installment 1 of 4 \$140 (If new uniform is needed)

Due 7/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 2 of 9
Uniform Installment 2 of 4 \$140 (If new uniform is needed)

Due 8/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 3 of 9
Uniform Installment 3 of 4 \$140 (If new uniform is needed)

Due 9/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 4 of 9
Uniform Installment 4 of 4 \$140 (If new uniform is needed)

Due 10/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 5 of 9

Due 11/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 6 of 9

Due 12/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 7 of 9

Due 1/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 8 of 9

Due 2/1:

\$160 Monthly Tuition
\$245 Estimated Season Dues Installment 9 of 9

Due 3/1:

\$160 Monthly Tuition
**Difference in Comp Fees from Estimated Cost (May be small fee or may be small credit towards account)

Due 4/1:

\$160 Monthly Tuition