



Introduction

Thank you for attending the **Santa's Challenge!** Enclosed in this packet is all the information you will need to have a fantastic experience **December 3rd, 2011 at The Birch Run Expo Center in Birch Run, MI.** Please make sure to read all sections of the packet as the information that is provided is to help make your day with us as stress free as possible. We look forward to seeing you at the Competition!

INFORMATION THAT ROCKS!

Special Information for Santa's Challenge:

- ❖ **Theme**—The Theme for this event is **Jingle Rock**. Come in your best Holiday Spirit! Our emcee and DJ are on the lookout for programs that are Rock'n out the theme and showing the best sportsmanship to win our Spirit Award.
- ❖ **Participant Medals**— All participants will receive a medal during the award ceremony (no more chasing down your coach to find your athlete's medal).
- ❖ **Lanyard Swap/Information Booth**—If your athlete wins a first place with their team, please bring their medal and lanyard swap card to the Lanyard Swap booth located at the far end of the concourse near the rear of the convention center. We will swap their neck ribbon (lanyard) for a new 1st place lanyard.
- ❖ **Toys For Tots**—**For the 6th year Santa's Challenge will again be supporting Toys For Tots. Please bring a new unwrapped toy to be donated to children in need. GLCC staff will be on hand to count the toys and a special trophy will be given to the gym with the highest ratio of toys donated per registered athletes in gym.**



AREA DISCOUNTS JUST IN TIME FOR CHRISTMAS – you do NOT want to miss out on this!!!!

- Vouchers for Birch Run Outlet stores for a **FREE** coupon book!!
- Restaurant discount coupons **GALORE!!!** Sonic, Culvers and Goal Post Pizza.....just to name a few

The above items will be available at the Coaches Check in booth ☺

Event Times

The doors will open at **8:00 am** and the first performance will start approximately **9:00 am**. The last performance will occur sometime around **4:30 pm**. **Please do not arrive before the door opening time as we will not be able to let you into the venue, regardless of weather.** We appreciate your cooperation in this matter.

Spectator Fees

ADMISSION IS FREE FOR ALL SPECTATORS THIS SEASON☺

Getting to the Event

**11600 North Beyer Rd
Birch Run, MI 48415**

Parking

Parking for this event is \$5. Parking spaces are located in front and on the side of the venue.

General Seating

Seating is first come first serve. However, we request that you only reserve/hold the chairs that you will actually use. **Seating absolutely may not be used for holding coats, clothing, and other articles.** Please be considerate of others. Everyone wants to see their athlete shine, so ushers will be helping patrons find seats during the event if this becomes necessary. Each time the ushers have to stop the performances to clear out seating or the VIP area the event will be

delayed—we don't want to keep everyone later including our own staff 😊 We want to make sure that everyone has a seat to see their favorite athletes perform. We appreciate your cooperation in advance in making sure that everyone gets a seat and can enjoy the show!

Groupie Seating

GLCC knows that everyone wants a front row seat to follow their favorite athlete. At the **Santa's Challenge** we offer a VIP chaired seating area in front of the main floor. Entrance and exit signs are set up for this area and a holding area is next to the Judges Riser. Remember that the next team wants to see their athletes up close also so **please exit in a quick manner** so the next team's fans can get up close and personal too. **You must exit the Groupie Area after your team has performed. Failure to do so will often result in a delay of the competition while our ushers and emcee try to clear the area out for the next set of fans.** We appreciate your understanding and cooperation in this matter.

Step and Repeat

Lights, camera, **ROCK STARS!** After the team has performed they will be able to meet with their coaches, get a drink of water and then they will move to the Step and Repeat area in the performance area. This is where the team can get together and have pictures taken with all the lighting that everyone needs to enable them to take pictures in the venue. Parents, coaches and fans can all take pictures of their team or individuals in this area. Remember to be respectful of others as teams will be entering this area approximately every five minutes.



ROCK IT OUT!

Special Announcements

Since this event is themed **Jingle Rock** we want every athlete, spectator and coach dressed up in their favorite Holiday Rock styles! Sportsmanship is also a very important part of our spirit award. The JAM Brands strives to build a fun and family atmosphere for all participants, coaches and spectators. We value healthy rivalry and promote team spirit! We encourage participants, coaches and spectators to represent themselves and their teams with pride at all times and show respect to their competitors on and off the performance floor. With a positive competition atmosphere, The JAM Brands can ensure great events. With both of these in mind, we will be giving the gym/school/studio with the best sportsmanship and spirit the coolest acrylic guitar to show off for Rock'N the crowd! **So show us your sportsmanship, get in the spirit, get in the games, and GET LOUD!**

Special Events

Throughout the day there will be special events for the cheerleaders and spectators to participate in and win prizes. Participation in all these events is completely voluntary. 100's of prizes will be thrown out so have some fun and make some noise!

Rockin' Service

If you haven't figured it out by now – **we care about what you think**. Did you receive amazing customer service from one of our traveling or local staff members? If so we would like to hear about it so we can reward them—please feel free to email me at sheri@greatlakesspirit.com to let me know about them. All GLCC staff members wear nametags during the event to help make them easy to identify and talk to.

On the flip side, if there is a problem at the event, please find one of our traveling staff members in the grey GET LOUD staff jerseys or a local staff member in a purple staff T-shirt and we will try to make it right for you on the spot or find someone who can help!

Special Awards

New this year GLCC will be giving out some special awards at each session looking to recognize not only exceptional sportsmanship and spirit but some really amazing parts of routines as well. Our judges, staff and emcee will be on the lookout for the following:

GET LOUD “ROCKIN AWARDS”

Rockin Awards are given to any team during a session that makes the judges really take notice of some part of their routine. This can be a cheer or dance team, tiny through senior. The team that the judges take note of will receive special recognition at the beginning of the awards session and will receive stickers for each member of the team and coaches. Awards are available in the

following categories and are completely dependent on judge's recommendations for each session:

Turned Up Transitions—new and creative transitions during the routine—can be into stunts, tumbling, dance or during any part of the team's routine.

Blaring Energy—team that makes it all the way through their routine with energy to spare—most fun routine on the floor during the session. Kind of energy and excitement that makes the judges want to stand up and cheer along with that team's fans.

Roaring Routine—Strong jumps and tumbling throughout the routine. Creative jumps and tumbling sequence.

Groovy Grillz—Cheer or dance team that keeps up their smiles/facials all the way through the routine and beyond. Teams that make the judges smile because they are excited to be out on the floor.

Mix Masters—Teams that have new and innovative music—something out of the ordinary that makes the judges take notice.

Overall Rockin Performance—teams that make the judges say “wow” all the way through the routine. Have all of the elements of a great routine and perform it to the best of their ability.

Full Volume Fans—team that has the loudest, most supportive fan base during the performance.

Grand Champion

Highest score of session receives stickers for all team members and Banner for gym.

ROCK ARENA BASICS!

Venue Rules

Smoking and the consumption of alcoholic beverages is not permitted in the venue. Violators will be immediately removed from the premises and not permitted to re-enter. The Venue and Great Lakes Cheer Championships reserve the right to remove anyone from the venue and parking areas for any reason. **Each venue also reserves the right to inspect all bags on entrance to the event and remove any item that they do not allow into the venue; this includes outside food and items deemed hazardous. Remember that the venues have these policies in place to safeguard you and your athletes. Please be courteous if the staff asks you to remove an item from your bag.**

Security

In the event of a security issue, please locate a GLCC staff member (grey jersey or purple t-shirt) or a Birch Run Expo Center staff member. Please make sure that all of your athletes/dancers are

not permitted to roam the venue unattended as admission is now open to the public. Please do not allow athletes to try to enter other arenas in the center as there may be other shows going on during event day.

Food

The venue will provide food and drinks for purchase on site and can be consumed anywhere on the premises. This year concessions will be located in the **Main Lobby** enabling spectators to leave the actual arena to eat but still be close to all the action. **Food and drink purchased outside the Arena cannot be brought in.** Spectators and athletes are permitted to leave the venue and enjoy the various food offerings in the local area as well.

MEMORIES OF THE TOUR!

Lanyard Swap

When you win at a GLCC Challenge event we have a few special ways of rewarding you.

- **Lanyard Swap**--New this year for 1st place winners, remove your **purple and yellow** lanyard from your participant medal and take it, and the card you received at awards, to the Lanyard Swap booth. Staff members will give you a new **FIRST PLACE LANYARD** for your medal!
- **Grand Champions**—If you win Grand Champion pick up your cards backstage. Bring your card to the booth and receive your Grand Champion merchandise

The Rock Shop

JAMwear is the official merchandise provider for GLCC. Stop by the booth located in the main lobby to check out the hottest new cheer and dance wear designed especially for Great Lakes events. New items this year are rock themed cheer clothing, new novelties and BA Star makeup. Get there early as items frequently sell out!

Photography:

Unique Image Studio of Photography is the official event photographer for Santa's Challenge. As well as having two photographers on hand to capture the action on stage, they will also have a studio setting in the Hall B practice area to capture unique team pictures. This is our second year using Unique Image Studio at Santa's Challenge and we are excited about the new items that they offer. Please visit their website to view their team and individual photos at

www.uniqueimagestudio.com and look under the flash part of the website and sports to see the new style of team pictures that they offer.

Video

Lockwood Media Group is providing video sales at select GLCC events:

Lockwood Media Group is the official video producer for GLCC events! They will have a booth where teams, coaches, and parents can purchase a DVD of their performance and walk away with it in their hands. There's no shipping because Lockwood Media Group provides same day DVD service! Or customers can take advantage of Lockwood's pre-order opportunities and save money and time or other special offers found at www.orderlockwood.com. Here's a breakdown of how they work:

1. **Same DVD Service:** Visit the Lockwood Media Group video booth. Tell them your team name and session and how many discs you want to purchase. Receive your DVDs at the end of your session. All DVDs are \$25 each. If you order ten (10) or more, you get a discounted price of \$20 each.
2. **Group Pre-order / Fundraising Service:** Call Lockwood Media Group and pre-order DVD'Ss for only \$10 each (10 disc minimum). We will rebate back \$25 for every 10 discs ordered.
3. **Digital Rights Pack / Fundraising Service** – Call or email Lockwood Media Group and for only \$400 your team will receive copy safe DVDs of your team performance and a custom designed webpage featuring your team. Copy safe means no encryption on the DVDs, allowing customers to burn their own personal copies. Share your videos on Face Book, Twitter, You Tube, and anywhere else you'd like, you own the rights to the video! Additionally, teams that order the Digital Rights Pack will receive a \$75 rebate for their pre-order.

Groups who miss the pre order deadline (9am the last business day before the event) can still take advantage of the great prices we offer for group rates, but there is no rebate offered.

For more information on special deals and packages, visit www.orderlockwood.com or call Lockwood Media Group toll-free at 1-866-44-VIDEO. Customers can also email questions to Lockwood Media Group at info@orderlockwood.com.

BEFORE AND AFTER THE TOUR!

Hotels

If you are in need of overnight stay please call Traveling Teams at 1-800-430-1159 from Mon - Fri 9AM to 5PM Eastern Time.

Results

GLCC will post the final results of the event at www.greatlakesspirit.com by Tuesday, December 6th, 2011.

Thank you:

We know you have a choice in competition companies and we are very grateful that you chose to bring your athletes to a GLCC event. The Parent Packet is intended to help your day go a little more smoothly, but please make sure to stop by the information booth or talk to a staff member if you need any assistance during the event. As the parent of a former cheerleader, I strive to make your day as much fun as that of your athlete (and I absolutely understand the costs and the stress involved in this sport). We take your ideas seriously so if there are any constructive criticisms or if you would just like to let me know that someone provided you with great service, please feel free to email me at pam@greatlakesspirit.com as I look forward to hearing from you; or look for me at the event and I will be happy to stop and talk to you☺ Thanks again and we look forward to seeing you in Birch Run!

Pam Komer
Event Planner GLCC

Samantha Casey
Event Coordinator Santa's Challenge GLCC

Sheri Wargnier
Co-owner/Executive Director