

PARENT'S PACKET

Introduction

Thank you for registering for the Great Lakes, Santa's Championship! Enclosed in this packet is all the information your team and spectators should need to have a fantastic experience December 12^h, 2009 at the Birch Run Expo Center in Birch Run, MI. Please read this packet over carefully as it contains all the information that you need enjoy the event to its maximum potential. See you at the Competition!

Event Schedule

Welcome to our event. **Doors to the Birch Run Expo Center will open at 7:00 am.** Please do not arrive before this time as there is no admittance into the venue before doors open and no indoor area to wait in until doors open. We appreciate your cooperation in this matter.

Spectator Fees

If your team registered using the All Inclusive package then you will be provided passes so that anyone from your gym/school can enter. However, anyone who does not come with the passes provided will not be permitted to enter without purchasing a ticket. Spectators who do not have All Inclusive passes must purchase a ticket at the Birch Run ticket booth located at the front entrance from the parking lot. Tickets are priced for this event as follows:

Adults: \$12

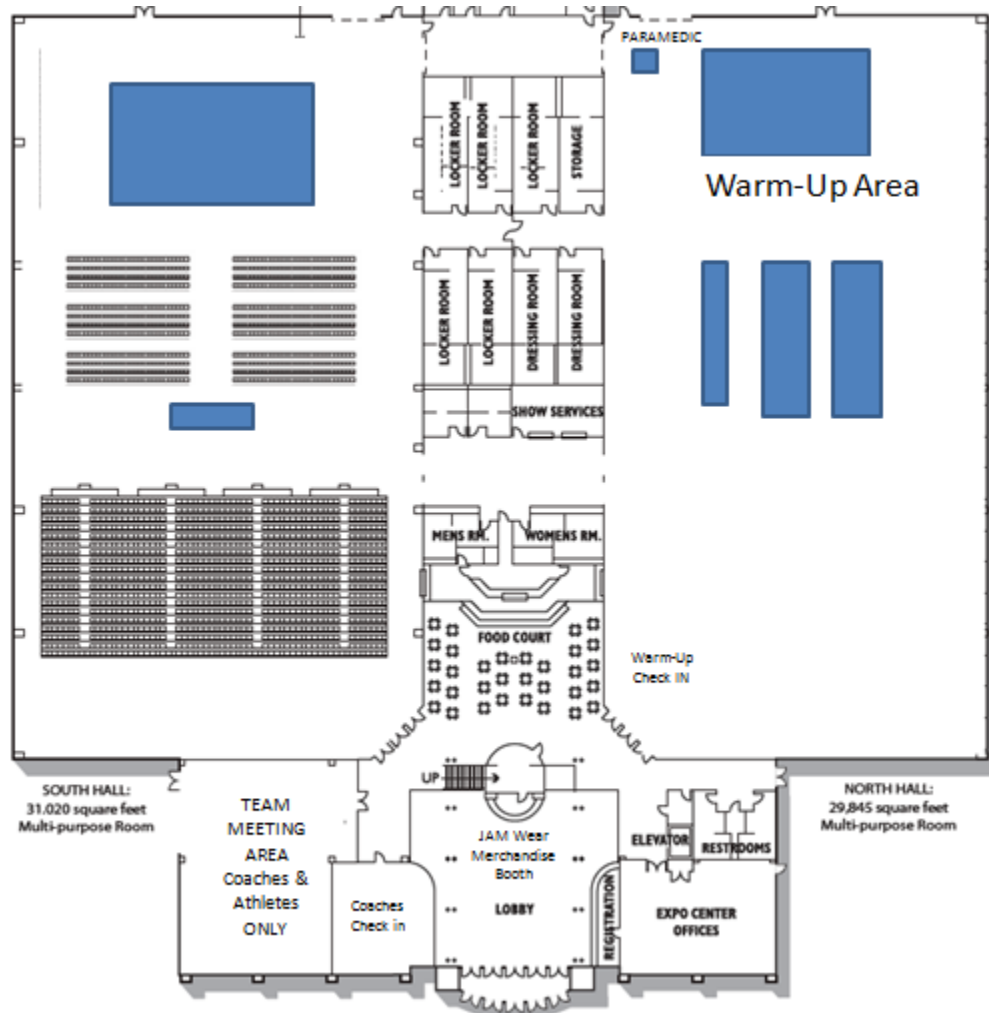
Children ages 5 – 17: \$8

Children under 5: No Charge

Seniors (55 up): \$8

If you do not pay the admission price you will not be allowed in the main arena.

Venue Layout



Seating

Seating is first come first serve. However, we request that you only reserve/hold the chairs that you will actually use. Seating should not be used for holding coats, clothing, and other articles. Ushers may ask you to remove articles from seating areas if seating becomes limited.

Groupie Seating (Priority Viewing)

Groupie seating insures that you get the best seat in the house to see your athlete perform. At Birch Run this area will be right in front of the stage. Please follow the directions of the priority seating managers to ensure a quick entrance and exit to the seating area. Once your team is done performing, we ask that spectators leave the viewing area immediately and return to their seats. However, we do ask that you coordinate seating arrangements in this area before the event. This area should be reserved for the closest fans of the athletes performing (i.e. parents, siblings, etc) first. **Standing will not be permitted in front of the performance area.**

Once your team completes its performance spectators must immediately leave the priority seating area as to the right or left of the stage. Please be polite and follow these instructions out of courtesy and enjoyment of others attending the event. Anyone not leaving the priority seating area after their team performs will be asked to leave the arena. We appreciate your cooperation to make it a great event where all spectators can see their athletes up close.

Special Announcements

The theme for this event is Jingle Rock. We want your athletes, spectators, and coaches rocking out and getting into the theme while showing amazing spirit and sportsmanship. Our staff and emcee are on the lookout all day for teams displaying the best spirit all the way around and awards are given out at the end of each session to the team that best exemplifies theme and sportsmanship. **Special for Birch Run, the Grand Spirit award winning team will win a half paid bid for one team for The Showdown Grand National.** Come in your best Christmas gear and get ready to ROCK!



GLCC is working with local gyms and sponsors to collect toys for the US Marines, Toys for Tots program at this event. This year more than ever, families need your help making the holiday season a little brighter. GLCC is urging every athlete and dancer attending this event to bring an unwrapped toy with a value of \$10 or greater to donate. The US Marines will be on hand at the event to cheer on the competitors and collect toys as we show how Michigan and Canada rock when it comes to community service. A drop off point will be set up in the atrium and we will count the toys donated from each

gym/school attending. The gyms/schools donating the most will be recognized on stage and our website. Donation winners will also receive a pizza party free of charge from a participating Papa John's Pizza franchise.

Merchandise

JAMwear is the official merchandise provider for GLCC. Stop by the booth located in the 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. Event programs are also exclusively available at the JAMwear merchandise booth. Get there early as items frequently sell out!

Photo/Video

Every moment of the event will be captured by Premier Photo and Video. Photographers will take team photos in the performance area and action shots will be taken for each team as they perform. Photos can be viewed and purchased at the booth located near the front of the vendor area. Videos of the event will also be available for ordering at the Performance booth. Photos and video will also be available for purchase online after the event. You can get to the link off the Great Lakes Championship Company website or directly at <http://www.premierephotoandvideo.com/>

Security

In the event of a security issue, please locate a GLCC staff member or Birch Run Expo Center member. Please make sure that all of your athletes/dancers are not permitted to roam the venue unattended. Despite requiring a ticket to enter the venue, admission is open to the public.

Food

The venue will provide food and drinks for purchase on site and can be consumed anywhere on the premises. **Food and drink purchased outside the venue 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. Please remember to keep your parking ticket so you do not have to pay fees again if you re-enter the lot.

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.

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!



Wii Cheer™

Hey moms, do you want to relive your high school glory days? Come and be a virtual cheerleader with Wii Cheer™! And all you cheerleaders out there, do you want to show those mom's what it's like to be a *real* cheerleader? Flaunt your skills at the Wii Cheer™ booth.

During the event we will be looking for the top two highest scoring individuals who play at the booth. The top two scoring individuals will then face off on stage and play for the Wii Cheer™ Championship. First place team will receive a free copy of Wii Cheer™!

Results

GLCC will post the final results of the event at www.greatlakesspirit.com by Tuesday, December 15th.

Getting to the Event

**Birch Run Expo Center
11600 North Beyer Road,
Birch Run, Michigan 48415**

Directions

From the Southeast: Take I75 North to exit 136

From the Southwest: Take I69 North to I75 North to exit 136.

From the North: Take I75 south to exit 136.

Parking

Parking for over 1,100 cars is available next to the Birch Run Expo Center in our lighted and paved parking lot. There is a \$5.00 parking fee per vehicle. Please keep your parking pass if you leave the venue to go to the many shopping and restaurants opportunities that Birch Run has to offer so you do not have to pay for parking again. GLCC will not be responsible for lost parking passes.

Area Activities

Prime Outlets

Prime Outlets - Birch Run is conveniently located in the heart of Michigan, and only minutes from Frankenmuth (Michigan's Little Bavaria). If you have a passion for shopping, a visit to Prime Outlets - Birch Run is a must! As the largest outlet center in the Midwest, the center features over 145 of your favorite brand name stores to include COACH Factory, Nike Factory Store, Banana Republic Factory Store, Ann Taylor Factory Store, Calvin Klein, Gap Outlet, Old Navy, Polo Ralph Lauren Factory Store, Tommy Hilfiger and Michigan's only Pottery Barn Outlet. Call (989) 624-6226 for more information.

12240 South Beyer Road, Birch Run, MI

Frankenmuth

Frankenmuth, "Michigan's Little Bavaria", delights over 3 million visitors annually. Come Experience another world with unique attractions, shopping, restaurants, hotels & camping, festivals, and family fun! Regardless of the time of year, the festivities are always in full bloom. Whether you come for a chicken dinner, to buy a special ornament, attend one of Frankenmuth's many festivals or to simply see what's new, Frankenmuth welcomes you with its flower-lined streets and Bavarian hospitality. Frankenmuth is where memories are made and traditions begin. Come rediscover Frankenmuth!

Michigan's Own Military & Space Museum

This museum offers exhibits on Michigan Governors, Polar Bears, WWI, WWII, Korea, Vietnam, Gulf War, Medal of Honor Recipients and Astronauts. Open Monday - Saturday 10am - 5pm; Sunday 11am - 5pm; closed January & February. Call 989-652-8005 for more information.

1250 Weiss Street, Birch Run, MI

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. They will help you with all your lodging needs regarding this event.