



Welcome and Thank You!

Dear Parents,

Thank you for your continued interest in the Bulls Cheer program! We are proud to offer a unique experience that stands out in the world of youth cheerleading. At Bulls Cheer, we prioritize creating a safe, fun, and supportive environment where every participant can grow both as an athlete and as an individual. Our program is built on the values of sisterhood, confidence, and skill development. We focus on teaching the fundamentals of cheering and tumbling, while also preparing our athletes to compete at a competitive level.

This information packet is designed to give you a clear picture of what to expect throughout the season. Inside, you'll find a detailed breakdown of program costs, along with fundraising opportunities to help offset additional expenses. We understand that participating in cheer is a commitment—both financially and personally—and we are here to support your family every step of the way.

If you have any questions or concerns at any point, please don't hesitate to reach out. We're committed to open communication and are always happy to help guide you through the process. Whether you're joining us for the first time or returning for another season, we're excited to have you as part of the Bulls Cheer family!

Sincerely,

Bulls Cheer Staff

Is Bulls Cheer Right for Your Family?

We're excited to welcome new families into our program, and we want to make sure we're the right fit for you and your cheerleader. Bulls Cheer is more than just a team—it's a sisterhood that values growth, commitment, and team spirit.

Here's what we expect from our cheer families:

- **Consistency:** Cheer is a team sport! Regular attendance at practices, events, and competitions is essential to your athlete's success and the team's performance.
- **Participation:** We encourage families to get involved—whether it's supporting fundraisers, showing up for games, or helping at events.
- **Respectful Communication:** We foster a positive environment. We ask that families and athletes maintain open, respectful communication with coaches and staff.
- **Financial Responsibility:** Cheer comes with expenses. We offer payment plans and fundraising to help—but we expect families to stay on top of their commitments.
- **Team Spirit:** Bulls Cheer is a safe and fun space for athletes to learn, grow, and build lifelong friendships. Positive attitudes are a must!

If this sounds like the kind of program you're looking for—we'd love to have you join our Bulls Cheer family!

Bulls Cheer 2026 Information Packet

I. Registration - \$300

Covers:

- Two Uniforms
- Body liner
- Brief
- Pom poms
- Shoes
- Practice Wear
- Warm Up
- Bag
- Bow
- Trophy
- Insurance
- League and Field Fees

Cheer registration closes June 30th this is to ensure that all athletes receive items outlined above prior to the first game.

II. Practice Schedule

**Location: Southeast Athletic Complex 5845 Hilvale Rd Lithonia, GA
30058 Monday, Tuesday, Thursday**

6:30 pm - 8:00 pm (during the school year)

6:30 pm -8:30 pm (during summer)

Things your Cheerleader will need for practice.

- Cheer Bow
- Black athletic shorts
- Plain white t-shirt
- Cheer shoes
- Water bottle

III. Dues (Additional Expenses)

Why Do We Have Dues?

In addition to the standard registration fee, dues help cover the special experiences that make our season memorable—such as Homecoming, the end-of-season banquet, and competition participation. These events celebrate our athletes, build team spirit, and recognize their hard work throughout the season. We understand that these costs can add up, which is why we offer both payment plans and multiple fundraising opportunities to help every family participate fully without financial stress.

\$380 Breakdown:

- Competition Fee (gym fee, team entry fee, competition snacks only) -\$100
- Homecoming - \$100
 - (Banner, Pictures, Homecoming Activities)
- Banquet - \$180.00

We have created a calendar of fundraisers to assist parents with the cost of the dues only. Once the dues are paid in full, any additional funds raised will go back to the cheer program.

Fundraising Schedule

- **May** - Fill my CHEER Fundraiser
- **June** – Cookie Dough Fundraiser
- **July** - Can you spare \$2
- **August** - SpotFund
- **September** – Double Good Fundraiser

Payment Plan Option

You may pay your cheerleaders' dues out of pocket if you choose by using the following payment plan options:

- **Pay 4 payments of \$95**
- **Pay 10 payments of \$38**

***LAST PAYMENT DUE SEPTEMBER 15TH**

IV. Upcoming Events

We pride ourselves in hosting monthly events to foster a safe, fun, and developmental environment for the entire family. Future events will be announced in a timely manner in our BAND (group messaging board).

June

6/13 – Browns Mill Water Park (Team Bonding Event)

6/24 – Uniform Fitting 6:30 pm – 8:30 pm

Browns Mill Rec Center - 5101 Brownsmill rd Stonecrest, GA 30038

July

TBA - Stephenson High School Cheer Youth Camp

Address: 701 Stephenson Rd Stone Mountain, GA 30087

7/11 - Team Bonding Event

7/18-19 - Warzone Bowl Cheer Off

August

TBA - Bulls Cheer Showcase

8/20 - Ice Cream Social (Team Bonding Event)

September

TBA - GPYCL Showcase

TBD - Stephenson HS Homecoming Parade

October

10/25 - Cheer Competition

November

TBA - League Cheer Competition

TBA - Regional Competition

December

TBA - National Cheer Competition

V. How to Register / What to Expect After Registration

- 1. Submit registration online (www.404bulls.org) & pay full registration costs.**
- 2. Get added to BAND for communication to receive practice schedule and organization updates**
- 3. Meet Coach, Team, and Team Mom; begin fundraising for dues.**
- 4. Attend uniform fitting (June 25th)**
- 5. Show up ready to cheer in August!**

Frequently Asked Questions (FAQs)

1. What age groups do you accept?

We welcome girls ages 4–14. Athletes are currently placed on teams based on their age to ensure appropriate development and team structure.

2. When does the season begin and end?

Our official season begins in August and ends in December. Additional opportunities and off-season activities may be announced throughout the year.

3. How often are practices?

We practice three days a week, from 6:30 PM to 8:00 PM, extending to 8:30 PM during the summer. Practice days and locations are outlined above.

4. What is included in the registration cost?

Details about program costs are outlined in this packet and include essentials such as uniforms, practice gear, shoes and bookbag.

5. Are there payment plans available?

Yes! We offer a payment plan to make registration more manageable. A \$175 deposit is

required at registration, with the remaining balance due the following month. Ask us if you qualify for a local sports grant to help cover cheer expenses.

6. Are there fundraising opportunities?

Absolutely. Fundraising is available every month, and a full list of opportunities is provided in this packet. We encourage families to take advantage of these options to help offset additional costs.

7. What if my child has no cheer experience?

No prior experience is needed! Our coaches work with athletes of all levels, focusing on fundamentals and building skills over time.

8. What safety measures are in place?

The safety of our athletes is our top priority. All practices are led by experienced coaches who are trained in spotting, progression, and safe stunting techniques.

9. Will my child compete?

Yes! All teams will compete in local competitions, which help prepare our athletes for the league competition later in the season.

10. Are tryouts required?

No tryouts are required currently. All athletes who register will be placed on a team based on their age.

11. How can I get in touch if I have questions?

We're here to support you!

*Contact Ayesha Witcherd or Canesha Phillips at 770-286-2605
or email us at bullscheer404@gmail.com.
Follow us on Instagram: [@404bullscheer](https://www.instagram.com/404bullscheer)*