

SAN MARCOS POP WARNER

SMPW CHEER 2026-2027

INFORMATION PACKET



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sanmarcospopwarner.org



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

Registration Package Inclusions

San Marcos Pop Warner is a nonprofit organization proudly run by dedicated volunteers.

Please note that our competitive cheer season involves additional expenses beyond the initial registration fee. These may include competition entry fees and uniform costs.

San Marcos Pop Warner staff works hard to keep expenses as affordable as possible and offers fundraising opportunities throughout the season to help families offset these costs.



TINY MITE CHEER \$450

REGISTRATION FEES INCLUDE:

- Game Day Uniform (Top, Skirt & Bow)
- Practice Wear (Top, Shorts & Bow)
- Competition Bow
- Half-Day JAMZ Cheer Camp
- Picture package
- Local and Regional competition registration
- Various local League and Association fees

ADDITIONAL REQUIRED PURCHASES

Competition Uniform*

- Tiny Mite & Mitey Mite – \$100
- Jr. Pee Wee & JV – \$250

*Required for ALL new cheerleaders

Cheer shoes

- Head Coach will provide approved vendor

TACKLE CHEER \$550

REGISTRATION FEES INCLUDE:

- Game Day Uniform (Top, Skirt & Bow)
- Practice Wear (2 Tops, Shorts & Bow)
- Competition Bow
- Full Day JAMZ Cheer Camp
- Picture package
- Local and Regional competition registration
- Various local League and Association fees

OPTIONAL PURCHASES

Backpack – \$70

Warm Up Jacket – \$50

Miscellaneous "Swag" & Spirit Wear

Cheer Division Overview

Below is an overview of the various Age Groups and Skill Levels we offer. Please use this to help choose the best division for you.



Tiny Mite Level 1 Limited	Mitey Mite Level 1	Jr. Pee Wee Levels 1&2	Jr. Varsity Levels 1&3
Ages 5-7 Birth Dates 7/15/2018-7/14/2021	Ages 7-9 Birth Dates 7/15/2016-7/14/2019	Ages 8-11 Birth Dates 7/15/2014-7/14/2018	Ages 10*-14 Birth Dates 7/15/2011-7/14/2016 *Must be entering 6 th grade for L3
-Practice 3-4 hours/week* -Saturday Games *Additional practices may be added before competition	-Practice 4-6 hours/week* -Saturday Games *Additional practices may be added before competition	-Practice 6-8 hours/week* -Saturday Games *Additional practices may be added before competition	-Practice 6-8 hours/week* -Saturday Games *Additional practices may be added before competition
Competition Dates: Oct 11th - WCC Locals Nov TBD - Wescon Regionals	Competition Dates: Oct 11th - WCC Locals Nov TBD - Wescon Regionals Nov 22nd - JAMZ Bid Challenge	Competition Dates: Oct 11th - WCC Locals (SD) Nov TBD - Wescon Regionals Nov 22nd - JAMZ (Anaheim) Dec 13th - JAMZ (Anaheim) Jan 22nd -25th - JAMZ Nationals (Las Vegas)	Competition Dates: Oct 11th - WCC Locals (SD) Nov TBD - Wescon Regionals Nov 22nd - JAMZ (Anaheim) Dec 13th - JAMZ (Anaheim) Jan 22nd -25th - JAMZ Nationals (Las Vegas)
Registration: \$450 New Uniform: \$100 *New Uniform required for all new cheerleaders.	Registration: \$550 New Uniform*: \$100 Post-Season Fees*: \$250 2 installments of \$125 Due 10/1/26 & 11/1/26 *New Uniform required for all new cheerleaders.	Registration: \$550 New Uniform: \$250 Post-Season Fees*: \$500 4 installments of \$125 Due 10/1/26, 11/1/26, 12/1/26 & 1/1/27 *New Uniform required for all new cheerleaders.	Registration: \$550 New Uniform*: \$250 Post-Season Fees*: \$500 4 installments of \$125 Due 10/1/26, 11/1/26, 12/1/26 & 1/1/27 *New Uniform required for all new cheerleaders.

*Post-Season Fees include Competition Fees and Indoor Practice Space Costs tailored to each team.

CALENDAR OF EVENTS



San Marcos Pop Warner is a competitive cheer program, and consistent attendance is essential for athlete safety, skill development, and team success. Attendance at all scheduled practices, competitions, and team events is expected. All pre-planned absences must be communicated to the Head Coach in advance. Practices two weeks prior to competition are 100% Mandatory and any absences occurring during that time frame may result in removal of routine position. Excessive absences or tardiness throughout the season may result in removal from stunt positions, routine adjustments, or loss of eligibility to compete at the discretion of the coaching staff and SMPW Board.

May/June

- TBA-May: Pre-Season Skills Clinics
- TBA-End of May: Mandatory Uniform Fitting
- 5/31: Registration Closes

July

- 7/15: Season begins
 - 2-4 practices/week (See Division Overview for details)
- TBA: Season Kick-Off Event or Dine-Out

August

- 8/1-2: JAMZ Camp, La Costa Canyon High School
 - Tiny Mites ½ day, all other teams 1 full day
- 8/8: MANDATORY Certification
 - Location TBD
- 8/15: Football Games Begin
 - Saturdays, location and times TBA week of each game
- TBA: Picture Day
- TBA: Pop Warner Night at Mission Hills High School
- TBA: Pop Warner Night at San Marcos High School

September

- TBA: Pop Warner Cheer Night at Petco Park Padres Game
- Saturdays: Games
 - No Game on Labor Day

October

- 10/1: Monthly Fees due
 - Mitey Mite, Jr. Pee Wee, JV Teams Only
- 10/8: SMPW Cheer Showcase
 - Location TBD
- TBD: Flag Fest
- 10/11: WCC Locals
 - San Diego Convention Center
- TBD: Last Football Game

November

- 11/1: Monthly Fees due
 - Mitey Mite, Jr. Pee Wee, JV Teams Only
- TBA: Wescon Regionals*
 - Location: TBD
- 11/22: JAMZ Bid Challenge
 - Mitey Mite, Jr. Pee Wee, JV Teams Only
- 11/23-29: Fall Break

December

- 12/1: Monthly Fees due
 - Jr. Pee Wee, JV Teams Only
- 12/13: JAMZ Holiday Showcase*
 - Anaheim Convention Center
 - Jr. Pee Wee & JV Teams Only
- 12/14-1/2: Winter Break

January

- 1/1: Monthly Fees due
 - Jr. Pee Wee, JV Teams Only
- Week of 1/3: Practice Resumes
- 1/22-1/25: JAMZ Nationals*
 - Orleans Arena, Las Vegas





2026 Season Fundraising Plan



Why Do We Fundraise?

We strive to keep registration fees as low as possible. That means there are many other essential program costs that are not paid with registration fees, but still need funding. To offset these costs, fundraising is a vital part of our season. Fundraising helps offset our non-profit organization's essential operating costs including:

- Equipment and equipment maintenance
- Practice field and facilities rentals
- Insurance and league fees
- Safety equipment
- Game day officials

Mandatory Association Fundraiser

Mrs. Fields Online Cookie Sales

- Kicks off August
- Every athlete is required to sell a minimum \$50
- \$50 opt out option available during registration

Mandatory Cheer Fundraisers

These fundraisers go towards other cheer program fees like: competition music, choreography, cheer mats and more:

- Pop Warner Night at Petco Park (Padres Game)
 - Date TBA, usually September
 - Each cheerleader is required to sell 4 tickets
- Cheer Showcase Raffle Basket
 - October, week before first competition
 - Each team must donate a basket to be raffled
 - Each cheerleader is required to sell 5 raffle tickets
- Snack Bar (Practice and Game Days)
 - Each cheerleader's family is responsible for 2 hours of snack bar volunteer time per season. Sign ups will be coordinated by the Team Parent once the season begins.



Team Sponsor

- Each team must find a team sponsor for minimum:
 - \$250 each cheerleading team
 - \$500 each football team

Interested in being a Team Sponsor? As a 501(c)(3) nonprofit, San Marcos Pop Warner relies on the generosity of our own community to keep our program strong and accessible.

Contact us today to find out how!

SMPW Cheer FAQ



What Level will my child be? What if they have no prior cheer experience?

San Marcos Pop Warner Cheer is dedicated to providing a positive, supportive experience for every athlete. We do not hold tryouts, and every registered participant will be placed on a team.* No prior experience or tumbling skills are required for ANY level. While we are a competitive program, placements are thoughtfully based on age, team balance, and each athlete's individual needs to ensure every child is in an environment where they can grow, feel confident, and shine. The grid below is designed to help families understand the general skills and routines each team will focus on during the season.

	Level 1 Limited	Level 1	Level 2	Level 3
Tumbling	<ul style="list-style-type: none"> Forward Roll Backwards Roll Cartwheel Round-Off 	<ul style="list-style-type: none"> Front Walkover Back Walkover Valdez 	<ul style="list-style-type: none"> Front Handspring Standing Back Handspring Round-Off Back Handspring 	<ul style="list-style-type: none"> Aerial Standing Series Back Handspring Round-Off Back Tuck Round-Off Back Handspring Back Tuck Punch Front
Stunting	<ul style="list-style-type: none"> Stunt Basics Knee Level Thigh Level Prep Level 	<ul style="list-style-type: none"> Prep 2-Leg Braced Prep Level Single-Leg Braced Extended 2-Leg 1/4 Turn Transitions Cradle Dismounts 	<ul style="list-style-type: none"> Prep Single-Leg Extended 2-Leg 1/2 Twist Transitions Basket Tosses Braced Extended Single-Leg Trick Cradle Dismounts 	<ul style="list-style-type: none"> Extended Single-Leg Full Twist Transitions Single Trick Basket Tosses Braced Flip Inversions Full Twisting Dismounts

**Teams with no Head Coach as of May 31st will be dissolved, and athletes who cannot be placed on an age-appropriate team will be refunded.*

Where do you practice?

During the football season, we practice at Walnut Grove Park, Sunset Park, and Connors Park. During the colder months, we utilize indoor facilities including: Corky Smith Gym, SMMS Gym, TRIAD Cheer, and The Escondido Y.

Do you offer financial assistance/payment plans?

Yes! We offer 3-Month and 5-Month payment plan options for our registration fees. We also offer Early Bird (valid until 3/31) and Sibling Discounts. Our Financial Assistance Program application can be found on our website under **REGISTRATION**.

Will my child be a flyer/base/backspot?

Our goal is to place every child in a role where they can feel confident, contribute safely, and grow their skills. Every position is important, and each athlete's contribution helps the team succeed. Flyer flexibility and balance are essential. All Level 2 and 3 flyers must have left and right splits by season start.

When will I know what team I'm on?

We are actively holding Head Coaches interviews. Head Coaches will be announced via Instagram in March. Registration closes May 31st, and teams will be announced June 1st.

How can I volunteer?

San Marcos Pop Warner is an entirely volunteer-run organization. We have many roles to fill, including Head & Assistant Coaches, Team Parent, and Board Member. We also offer a Student-Demonstrator position for teens ages 14-17. Contact us today!

Contact Us

 @sanmarcospwcheer

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