



We hope that you are all well and staying safe during this pandemic. We wanted to reach out and give you an update concerning ExpoFest events for this upcoming season.

We understand every area is at a different point in COVID-19 measures and phases but all gym owners are eager to make plans for this season and be prepared to offer clients services when possible. We are doing things a little differently this year to address this issue and ensure you have a solid plan moving forward and can continue to provide training with purpose for the full season without concerns of a second (or third) wave, cancelled events or losing essential funds from your gym or your clients. Simply put...our #1 goal is to keep your gym doors open. We want to ensure you have a way to keep competitive cheerleading alive no matter what happens.

At this point, we are not expecting physical distancing measures to be alleviated to a point where we will be able to host quality physical events in November or December.

After listening to our client's concerns, we understand that with COVID-19 protocols being managed regionally in most countries and with the potential for "phases" to be backtracked if an outbreak occurs, it is difficult to implement competition season planning. What if the event arena has to shut down at the last minute because of an outbreak in the community? What if arenas are open but parents refuse to travel to events due to their concerns? What if parents cannot afford to attend events as they did in the past?

We heard you!! We understand the concerns about travelling to events, event costs and fear of losing deposits while also wanting to be able to compete against different teams from outside your area and celebrate your progression success throughout the year. We know economy will affect the budget of your clients and their fiscal ability to afford cheerleading competitions at all.

We have been brainstorming since the outset to create a plan for you.



ExpoFest Presents

Virtual Cheer

CHAMPIONSHIP SERIES

FIVE EVENTS FOR ONE LOW PRICE!

November 21/22 - CROWN CLASSIC
December 19/20 - JINGLE BLAST
February 27/28 - CRUSH CUP
March 20/21 – MARCH MASH-UP
May 1/2 Finale - ROAD TO THE RING



Price \$1500 per TEAM for ALL 5 EVENTS!

NO NEED TO PAY UNTIL 6 WEEKS PRIOR TO YOUR FIRST EVENT!

CONFLICTING EVENTS:

Although unfortunate, there is no way for us to create a schedule of events that does not conflict with any other event. We encourage you to support your local event producers as usual and still attend those physical events (if possible)! The fun part of this being virtual is that you can do both on the same dates!

FEATURES:

- 100% REFUND GUARANTEE – if any virtual series event is cancelled by ExpoFest for any reason your registration fee for that event will be 100% refunded
- A SOLID LOW-COST PLAN for your season no matter what happens with COVID-19
- Compete against teams from all over with NO TRAVEL FEES - NO STAY TO PLAY; NO HOTELS, NO PARKING
- A series of events to allow for progression and team division/structure changes as the season and safety measures change allowing you to plan your season with confidence now
- NO SPECTATOR FEES! NO SUBSCRIPTION FEES TO VIEW! Viewing of the events is 100% free for anyone
- **NON-STUNT DIVISIONS** available for both Allstar and School divisions (all age groups; all levels) if social distancing protocols prevent you from being able to stunt. See the divisions chart for more details on time limits.
- All divisions will be offered including Prep and Novice
- One run per event
- Per-team pricing allows you to add members later as social distancing measures progress for larger groups with NO EXTRA FEES. If you are only permitted to have groups of 10 now but it opens to groups

of 30 later, you can add those extra members to your team without any additional charges. This also means you may use unlimited crossovers. You will only need to pay only once for the entire season (October 9th for full series)

- Change divisions throughout the season as your team progresses and/or restrictions are adjusted. Your Senior Level 4 Non-Stunt team in November can be Senior Level 6 in March...no problem
- Judged by highly experienced judging professionals and certified safety judges with e-score check and ability to contest deductions
- Detailed schedules posted in advance including awards ceremonies for your watch-party planning

Awards:

- Banners for all programs (1st, 2nd, 3rd and participatory banner for all other placings)
- All athletes will receive ribbons (1st, 2nd, 3rd and participatory)
- Additional custom championship awards for athletes in all divisions for the May 1/2 Finale
- All awards – shipped directly to your gym

Videos will be accepted starting 2 weeks prior to each event and must be submitted a minimum of 10 days prior to each event. Use a new video each time to show off your progression OR if lockdown re-occurs in your area you can re-send a previously used video. Each event will be judged with a fresh set of eyes. ****NOTE:** You can only use videos from other events if you have written permission from the event producer and no option to produce another video. Videos must be from 2020-2021 season.

REGISTER NOW (No deposit required):

We would love to be able to offer this for every program in the world! However, as time limitations exist, the time slots available are limited. You DO NOT need to know age group, team size and levels right now. We understand those details may not be sorted out for some time. You will submit that information with your video. We are only requesting that you register for team slots for each event to ensure you have guaranteed spots if you feel this is valuable for your program. If you expect to have 10 teams this season whom you want to participate, reserve 10 spots...it's that simple.

There is a simple registration process available at www.expofest.ca in excel format:

- Registration fees are due 6 weeks prior to your first event (October 9th for full series).
- In order for your music to be played during the virtual series events, we will need a copy of your music licence for each performance submitted with your videos. If no music licence is provided the video will be played without sound or with our licenced stock music.
- No team lists will be required. Just gym and coach contact information, division, team name, number of athletes and number of males on each team (which can all be updated as the season progresses).

Are virtual events ideal? NO! It's our new reality and the only way to provide you and your clients certainty in uncertain times. We are committed to helping you keep your doors open and keep this sport growing even in tough unprecedented times. If everything opens up and events are still able to happen...GREAT!! We are all crossing our fingers and toes hoping that happens!! Go to those events and show these kids what competing live in front of a crowd is like...how fun team travel is and the thrill taking the big blue mat. We've kept this series affordable so you can do both...even if a live event is the same weekend.

If live events cannot happen, if stunting cannot happen, or if budgets are tight, this series will give you the opportunity to keep your doors open while still providing a competitive avenue that is extremely affordable for your families and free from worry and uncertainty.

Questions & Answers:

If we reserve spots now, are we “locked in”?

No. Your payment will be due a minimum of 6 weeks prior to your first event. If you do not register and pay by the deadline you will simply be taken off the list for all of the events you reserved. No hassle.

Can we register for each event individually?

Yes. However, it will cost a little extra. Here is how the pricing works out:

BUNDLE AND SAVE:

- Any 1 event (except Road to the Ring) - \$450 per team
- BUNDLE 2: Any 2 events (except Road to the Ring) - \$850 per team
- BUNDLE 3: Any 3 events (except Road to the Ring) - \$1250 per team
- **BEST BANG FOR YOUR BUCK** - BUNDLE 4: All 4 events - \$1500 per team (*plus May 1/2 Finale for FREE!*)

*NB – May 1/2 Finale (Road to the Ring) is only for teams who participate in all 4 events. There is no separate registration for this event. Any team who registers for all 4 events will automatically be registered for the May 1/2 Finale FOR FREE! That's 5 events for \$1500 per team!

Prices above are in USD for all countries except Canada. Canadian teams will pay in CAD plus their applicable federal & provincial sales tax.

Can we register for the first one and then, if we like it, decide to do the full series?

Potentially, yes, if we have space available. However, it will cost more. As none of us can see the future this series is essentially designed to secure a full season of competitive experience for gyms so we expect that most registrants will opt to insure that for their clients and families.

Why can we not just register for the Finale separately?

The Finale is essentially our “athlete gift” for those who commit and register for all 4 events.

How will videos be judged?

Videos will be judged based on what the judges can see. Anything outside of the frame will not be considered. Videos must be one fluid run and unedited. More information on how to create your videos will be provided to registrants. We will score teams on a comparative style scoring system based on the IASF and Cheer Canada scoring systems and adjusted to adapt to COVID-19 (see score sheets on our website). We will be following the IASF safety rules (<http://www.iasfworlds.com/cheer-page/>).

Can we charge parents/fans for watching the performance in our gym when we are recording?

If social distancing protocols allow for it...GO FOR IT!!! Have a video night showcase once per month if you want. Have a bake sale, run your own fundraiser, sell your own products, etc.

What if one of the event dates conflict with one of our live events?

It would be impossible for us to create a series schedule without conflicting with other scheduled events somewhere in the world. However, since you don't need to be physically present for our virtual series events...you can do both!

We want to participate in all 5 events but what if we don't feel we will have routines ready in November?

We expect that most teams will be in that situation this season. Send what you have. There is no minimum time limit for routines. Also, our innovative Non-Stunt divisions will allow teams to focus on jumps, dance & tumbling...and cheer if you choose. Remember, you can change your division as the season progresses.

Our region has stated that no teams are permitted to compete (not even virtually) before December 1st. Does that mean we cannot participate in the Road to the Ring?

If you find yourself in this situation, at any time of the season, you can opt to be "performance only". Send in your video, our judges will provide comments and valuable feedback and you will still receive participatory awards. You will not be competing since you will not be ranked against other teams. Or, if you are in this situation because you have backtracked, you can opt to send in a video of your team prior to the phase reversal to compete if permitted by authorities in your area.

Why is there no event in January?

Originally, we intended on having an event in January as well. However, many regional plans seem to reference the end of the year as a gauge point for changes which may include allowing contact sport teams to operate normally (if it hasn't happened sooner and provided measures do not backtrack). With the December holiday break and the fact that we need videos between 10-14 days prior to the event we decided that allowing more time for adjustments was prudent after the new year.

If all teams register for all 5 events does that mean our teams will be competing against the same teams for every event?

Note that teams will be able to change divisions throughout the season as they progress and safety measures change. We expect that there will be a lot of adjusting of divisions this season as COVID-19 measures are lessened or tightened in different regions simultaneously. For example: A team which starts off as non-stunt & non tumble team in November may be a non-stunt level 5 team in December if they can now tumble without concern for many people touching the mat. In February they may switch to Level 2 as they begin to stunt and could progress to Level 4 by April. Conversely, if safety measures are tightened in an area, we could see teams go from Level 3 down to Non-Stunt, etc. Every team could potentially go through several switch ups this year. This series will allow you the flexibility to adapt to your regional safety protocols as necessary.

Can Worlds Teams compete in the "Finale"?

YES! Worlds teams can participate in the full series including the Finale. The Finale is an "end-of-season" event however, it is not multi-brand which allows Worlds Teams full participation without breaking any Worlds rules.

We run ½ year prep teams...could we change the team members for the February event if we have a new intake in January?

Yes! You are paying for the team slot, not the individual athletes.

How will “proof of age” be addressed?

Unfortunately, unless undeniable evidence is presented, it cannot be addressed. This series is being offered to keep gym doors open and provide some certainty. It is our hope and belief that programs would use this opportunity to support their program and use their actual teams that they plan to take to physical events where such things could be more readily be verified. Please use integrity and follow your countries’ age grid and guidelines. Remember the goal of all of this is to help each other so the cheer industry remains intact.

Why are you asking for us to save our spots now?

We know you may start late and have less money coming in the door this year due to the state of the economy. There is no time for “super early bird”; “early bird,” “standard rate” and “late fees”. We pushed the registration deadline as close to the events as possible to allow you more time. However, investments need to be made in advance (awards design, video production design, virtual scoring system creation, ordering awards, recruitment of judges, etc.).

We also recognise that if there is a lot of demand, we cannot take everyone, therefore, spots will be filled on a first-reserved-first-served basis until it is full. Reserving a spot in advance assures that your program will have a spot.

It says that if an event is cancelled that the registration fee would be 100% refundable. How does that work if we book the full series?

The total amount paid would be divided by the number of events you registered for to determine the amount of the refund. If you book the full series you are essentially paying \$300 per team per event (5 events). If one of the events are cancelled you would be refunded \$300. If you only registered for 1 event, you would be refunded for the price you paid.

Once we register and pay for the Bundle 4...can we back out and get a refund if physical events are full up and running without fear of event cancellations?

No. Just like the clients in your gym, once you commit you are committed. That allows us to keep our commitment to run all of these events for everyone. If one area is up and running without fear but other areas are not, we need to ensure that we have the budget to still run the event for everyone. If physical events are happening without a hitch then this just becomes an addition (and backup) to your season. We’re all in this together.

Will scoring be done live or in advance?

The scoring will be done a few days in advance to allow judges to still schedule and attend the events of other event producers. Scoring in advance will also allow us time to produce virtual awards ceremonies appropriately and present them at the end of divisions during the virtual event.