



2014-2015 ACE of Birmingham Merchandise Handbook

ACE Cheer Company, LLC strives to help each team member reach or exceed their potential as a competitive cheerleader and as a person. Our program is intended to teach teamwork, goal-setting, personal commitment and leadership qualities that will last a lifetime.

ACE OF BIRMINGHAM FINANCIAL OBLIGATIONS SPREADSHEET

PRICING LIST	COST	PAYMENT MONTH
Hair Bows (2)	\$30	May 16 th
Practice Clothes & Shoes	\$155	May 16 th
Uniforms (Youth/Junior/Senior)	EST: \$400	June 1 st
Uniforms (Tiny & Mini)	\$190	June 1 st
ACE Warm-Up	\$165	August 1 st
Varsity Brand Bloomers	\$20 ^{+Tax/S&H}	(ACE Varsity Portal)
Varsity Brand Sport Bras	\$20 ^{+Tax/S&H}	(ACE Varsity Portal)
Varsity Shoes (Additional Pairs)	\$79.95 ^{+Tax/S&H}	(ACE Varsity Portal)

**Items ordered through the Varsity Portal will assess Shipping & Handling plus Tax.*

Please Note: The Merchandise items are to be paid in addition to the other monthly ACE Fees.

Uniforms

This is a new uniform season for ACE of Birmingham! The Uniform Design and Prototype has not been finalized however, the cost for Youth, Junior and Senior teams is estimated to be around \$400. Tinys and Minis uniform will be \$190. Uniform sizing will be held May 13th, 14th & 15th. Uniform payment will automatically charged to the card on file on June 1st.

Bloomers and Sport Bras

In order to provide adequate support and protection, ACE requires athletes to wear bloomers and/or sport bras under all competition uniforms and practice attire. **Black** undergarments are required under uniforms. In order to help our families, Varsity Brand bloomers and sport bras will be available for purchase from the ACE Varsity Pro Shop. Youth, Mini and Tiny teams will be required to purchase Varsity bloomers due to the difficulty of finding these items in stores. Sizing will be held May 13th, 14th & 15th.

ACE Brand and Logo Policies

- All ACE letters and logos are copyright protected.
- All spirit wear items are to be purchased through Varsity or Ragland.
- If a parent wants to buy an item for the entire team, the order must go through Varsity/Ragland.
- All spirit items must be approved by Happy Hooper.
- Bows, t-shirts, bags, blankets, etc., with an identifiable icon or ACE reference not purchased through Varsity/Ragland are not permitted. Teams will not be allowed to wear or use these items as a group.
- Anyone that attempts to sell or give away items with ACE logos or References will be in violation of our Brand and Logo Policy.
- Money cannot be asked of parents to buy spirit items, goody bag items or any other non-mandatory items.

Dress Code

Practice Dress Code

- Athletes must wear the designated practice clothes and cheer shoes to every practice.
 - **If an athlete does not have the correct practice clothes for practice, he/she is required to purchase the correct outfit and your ACE account will be charged.**
 - **If an athlete is an alternate, injured or sick, he/she must still wear the correct practice clothes to every scheduled practice.**
- Hair must be pulled out of the face, in a high ponytail with a gold bow at every practice. Short chin-length hair may be worn pulled back with an ACE headband or half up/half down with a bow.
 - **If a female does not have her gold bow or headband, she will be required to purchase another and your ACE account will be charged.**
- Practice clothes may sometimes shrink and athletes will likely grow throughout a season. Should the fit become extremely unflattering or inappropriate, ACE Staff may require an athlete to purchase larger sized practice shorts or tops.
- Male athletes' hair must be cut out of the face and off of the neck. Faces should be cleanly shaven.
- Female athletes **must** wear bloomers under their practice attire at all times.
- Male athletes **must** wear compression shorts under their practice shorts at all times.
- Female athletes are encouraged to wear sport bras (as opposed to regular bras) under their practice tops in order to provide adequate support. Sport bras may even be layered for additional support.
- Female athletes may choose to wear black/red biker shorts as long as they are appropriate and coordinate with the team's practice wear.
- NO jewelry of any kind is allowed in the gym. Neither ACE, nor ACE employees, are responsible for jewelry if it is worn into the gym, removed for practice, lost or stolen.
- ACE of Birmingham recommends that athletes use the summer months (prior to competition season) to have their ears pierced. We understand that it is an important step for our younger athletes; however, due to rules and regulations set by the industry, athletes may not simply cover and/or plug a piercing while competing.

Competition Dress Code

"Competition Ready" dress code is required upon arrival to a competition venue:

- 1) Full uniform. (This includes "Competition" hair.)
 - 2) Official ACE Warm-Up. (Uniform should be worn under the Warm-Up.)
- Hair should be secured in a high ponytail with ACE bow or headband.
 - Make-up should be a natural look. Red lipstick and blush should be worn. No glitter!
 - Athletic shoes must be worn at all times. Absolutely NO boots, flip flops, Ugg Boots, etc.
 - No jewelry allowed at any time. Most competition companies will apply deductions if worn on the floor.
 - No hats of any type.
 - Uniform skirts should be worn *under* accompanying athletic attire.
 - Apparel and/or backpacks worn must either be ACE specific and/or specific to the competition that the athletes are attending. (Example: Cheersport jackets may be worn to Cheersport competitions only.)
 - Due to rules and regulations set by the industry, athletes may not simply cover and/or plug a piercing while competing. Please plan accordingly.

ACE is known for showcasing athletes that are clean cut and uniform. These rules allow the athletes to equate the ACE uniform with being viewed as one of the classiest programs in the world. The ACE dress code also provides confidence by the "look good, feel good" principle. Athletes are expected to be focused on the job at hand while in "competition mode," as these events are not fashion shows.