



# 2015-2016 ACE of Birmingham Merchandise Handbook

## ACE OF BIRMINGHAM FINANCIAL OBLIGATIONS SPREADSHEET

PRICING LIST	COST	PAYMENT DATE
Hair Bows (2)	\$35	May 15 <sup>th</sup>
Practice Clothes & Shoes	\$155	May 15 <sup>th</sup>
Uniforms (Youth/Junior/Senior)	\$400	June 1 <sup>st</sup>
Uniforms (Tiny/Mini/Special Needs)	\$190	June 1 <sup>st</sup>
ACE Warm-Up	\$165	August 1 <sup>st</sup>
Varsity Brand Bloomers	\$20*	(ACE-Varsity Pro Shop)
Varsity Brand Sport Bras	\$20*	(ACE-Varsity Pro Shop)
Varsity Shoes ( <i>Additional Pairs</i> )	\$79.95*	(ACE-Varsity Pro Shop)

*\*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 aforementioned monthly ACE Fees.**

### Uniforms

This is a new uniform season for our Tiny, Mini and Special Needs team members. The Tiny and Mini uniform is priced at \$190. The uniform skirt will be the same as last season; therefore, some athletes may only need a uniform top. Sizing for practice clothing, shoes and uniforms will be held May 11<sup>th</sup> – May 15<sup>th</sup> by scheduled appointment. Uniform payment will be automatically charged to the card on file June 1st.

***If you quit or are removed from a team, prior to receiving merchandise, you will not receive a refund or the merchandise.***

### Bloomers and Sport Bras

In order to provide adequate support and protection, ACE requires athletes to wear bloomers and sport bras under all competition uniforms and practice attire. **Black** undergarments are *required* under uniforms for competition; **No other colors are acceptable.** For convenience, Varsity brand bloomers and sport bras are available for purchase from the ACE Varsity Pro Shop.

### ACE Brand and Logo Policy

- All ACE letters and logos are copyright protected.
- All spirit wear items are to be purchased through Varsity or Ragland.
- If a parent would like to buy merchandise for an entire team, the order must go through Varsity or Ragland. Happy Hooper **must** approve any, and all, spirit items purchased for teams.
- Bows, t-shirts, bags, blankets, etc., with an identifiable icon or ACE reference not purchased through Varsity and/or 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 and/or references will be in violation of our *Brand and Logo Policy*.
- Money cannot be required of parents in order to buy spirit items, goody bag items or any other non-mandatory items.
- You are welcome to monogram your warm-up; however, we ask that you use *athletic gold* for the lettering. Athlete's name, initials and/or nicknames are all acceptable.

## Dress Code

### Practice Dress Code

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- Athletes must wear the designated practice clothes and cheer shoes to every practice.
  - **If an athlete does not wear the designated color top or bottom for practice, he/she is required to purchase an item of the correct color and your ACE account will be charged.**
  - **If an athlete is an alternate, injured or sick, he/she must wear the correct practice clothes to every scheduled practice.**
- Hair must be pulled out of the face, in a high ponytail at every practice. Short chin-length hair may be worn pulled back with a headband or half-up/half-down.
- **\*NEW\* this season: Athletes are not required to wear a bow to scheduled practices, (unless otherwise noted.)**
- Practice clothes may sometimes shrink and athletes will likely grow throughout a season. Should the fit become extremely unflattering or inappropriate, ACE of Birmingham 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

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"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.
    - **ACE bow or headband is required for "Competition Ready" dress code.**
  - 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 to be focused on the job at hand while in "competition mode," as these events are not fashion shows.