



U X C



THE URBAN CHEERLEADING EXPERIENCE

**SUMMER 2021**







# STAFF



We are dedicated to teaching and creating positive traditions using the Urban Cheer style. We are also driven to create identifiable role-models for all of our athletes and coaches, while also providing the safety education that will allow your athletes quality training at their home schools. Our staff is highly passionate about this style of cheer. Many cheer and/or cheered at some of the nation's top programs, including Grambling, University of Memphis, Norfolk State, Bowie State, Hofstra, Rutgers and many more. All instructors are USA Cheer Safety certified and Level 2 background checked.

- Our instructors are from some of the nation's top programs
- Passionate and knowledgeable about urban style
- Educated in medical responsibilities and hydration
- Trained using hands on instruction and practice the highest quality in safety and technique

# SPIRIT LEADERSHIP CROWD PERFORMANCE

# BUILD LASTING TRADITIONS

## BUILDING TRADITIONS

The Urban Cheerleading Experience wants to help you hype up your game day and keep the crowd moving. Your 2021 game day starts here, so let our staff show you how to rock it out. At our camps the UCE Staff will provide you with rhythmic and high energy cheers, dance, sidelines and more.

Come learn how to high step, shake, hit sharp motions, and keep your crowd involved during game day.



SPIRIT LEADERSHIP CROWD PERFORMANCE



# COACHES EDUCATION



Hey Coach, welcome to UCE, the place where coaches dare to dream! Here at The Urban Cheerleading Experience we are going to help you accomplish your goals. We believe that mentorship is the best way, and you will find yourself making lifelong bonds with the instructors and other coaches. We will have daily educational coaches' meetings to help you figure out how to improve your team's skill set and in-depth discussions on best team management practices, and more!

- Coaches' Manual
- Membership to The Varsity Club
- Free Summer Bonus Material
- Free Tryout Kit
- \$1 Million Secondary Liability Insurance
- Coaches Goal Setting Meetings

## MENTOR PROGRAM



When you arrive to camp the first thing you will receive is a camp mentor. We believe that mentorship goes a long way and want this to be more than just cheer camp. Your mentor is there to guide you through all things cheer and to teach your young athletes about responsibility, leadership, ambassadorship and more. At The Urban Cheerleading Experience, you will leave with more than material; you'll walk away with lifelong memories and the *ultimate experience.*

## ROLES OF A CHEERLEADER

### CROWD LEADER

Our job is to lead the crowd and keep them on their feet by performing crowd leading cheers and chants.

### SPIRIT RAISER

It is up to us to spread our sense of pride for our school both on and off the field.

# ST. JUDE

#TEAMUP4STJUDE



Join the fight and make a difference at UCE Summer Camp. Since 2011, cheerleaders and dancers have raised over \$9 million for the kids of St. Jude Children's Research Hospital through the summer letter writing campaign, hosting Team Up for St. Jude Game Day events, online fundraising and more.

## ALL-AMERICAN

Individuals and squads can qualify to participate in international travel, holiday parades and bowl games. Share it with family and enjoy a truly unforgettable experience.



### AMBASSADOR

Know This. No Diss. Notice. Cheerleaders are role models for the student body, which means we have to be positive leaders in the community on and off the field.

### ATHLETE

Physical endurance is required to cheer through an entire game, during practices and at performances.

### ENTERTAINER

Our style is rhythmic and energetic. We have to maintain energy from beginning to end and make sure that we are leading our team to victory and keeping our crowd engaged.

SPIRIT RAISER CROWD LEADER AMBASSADOR ATHLETE ENTERTAINER SPIRIT RAISER



# CAMPS ON CAMPS ON CAMPS

## all of our camps come with:

When you come to camp with the Urban Cheerleading Experience, your athletes will receive just that, AN EXPERIENCE! At our cheer camps no matter if it is a home camp, performance camp, or an overnight camp; our staff will always take care of you. Our first focus at UCE Camp is mentorship; cheerleading goes beyond the sideline. That's why we created our 5 step program "Beyond U" which focuses on Crowd Leading, Spirit Raising, Ambassadorship, Athleticism and Entertainment.

After we mentor our young leaders, we want to help train your team by preparing them with jump technique, strength and conditioning, rhythmic and high energy motions and dance

workshops. At cheer camp you will walk away with performance cheers, game day cheers, sidelines, dances, and more.

### U-Tine Rally Routine

You will learn a dance created by the best in the industry and with our help, the UCE Staff will help you turn it up a notch by providing additional counts of choreography. These 5 - 8 counts can be filled with stunts, pyramids, jumps, dances or all these combined.

### Game Day Routine

You will also receive a hype game day routine, made up of band dance, sideline, and a game day oriented cheer that you can take straight to the sidelines at home.

### Programs

At UCE Camp we want to make sure we increase the overall athleticism of the team. They will

attend jump classes to learn proper jump technique. They will also have the option to participate in the UCE Jump Off and Trio Jump Off. Along with jumps we will also teach your athletes proper stunt technique. Our UCE Staff is guaranteed to be there every step of the way whether this is your first time or your hundredth time; we will be there to guide you.

### Personal Coaching Help

At every camp across the country our staff will be there to guide you, help you, answer questions no matter how big or small. We are there for our coaches and athletes, and we want to make sure at UCE Camp you never feel alone!

### Classes taught at camp:

Stunt, Beyond U, Dance Class, Cheer Class, Band Dance, Personal Coaching Help, Timeout Dances and Cheer Live Pep Rally.

**BUT ALSO**



## TURN IT UP WITH THIS NEW CAMP

### PERFORMANCE CAMPS

This camp is for teams that want to advance their overall performance skills. We will build a mini competition routine that stylistically focuses on the rhythmic style of cheer. At this camp you will learn sequences of jump, dance, and multiple performance cheers. From there with the help of the UCE Staff we will build you the perfect routine that you can take home and show off at your next pep rally and a routine that will prep you for competition

A UCE Performance Camp reflects our competition model:

**Performance Cheers** Performance Cheers are hype cheers that focus on your team. These cheers are not intended to be game day oriented, but instead they are show off cheers.

**Masters Dance** You will learn a skilled dance, with elite motions, high steps, transitions, and shakes.

**Counts Class** We want to keep it true to what we do, any time your team is at a game and the band plays music or you hear stadium music in the background of your basketball games we want to provide you with counts that will for sure be show stopping.

**OR**

## WE COME TO YOU

### BUILD YOUR OWN CAMPS

UCE Build Your Own Camps allows you to focus on the aspects of your team that you want to build. At BYO Camps you will get more personalized time with your instructors. Select from game day planning, safety training, jump class, dances, stunts, pep rally planning and more.

### STUNT WORKSHOPS:

Work one-on-one with UCE Staff on your partner stunts, pyramids, safety knowledge, and spotting skills at your own pace in a comfortable, at home setting where your athletes will feel confident to try new things.

## YOU COME TO US

### OVERNIGHT CAMPS

#### Game Day Hype

The most important thing about our game day, is the atmosphere. At our games, music is a key element. The band gets the crowd up and moving, the dance team grooving, and the cheer team high stepping and giving the crowd a show! UCE makes sure that our camps feel like a homecoming celebration every time. We want you to feel like you are walking into your homecoming. Together we will learn how to build traditions and keep them growing.

#### Camp Awards

At camp we know how hard coaches and athletes work so we provide daily awards. Whether it be a spirit stick, on point foam finger, ribbons and more, hard work never goes unnoticed at UCE Camp. After you complete camp we will prepare you for final day! We want to reward you by giving you the opportunity to participate in our Final Day Camp Competition. It will be a mix of everything you learned at camp and it's your turn to put it on the floor.

**COME JOIN THE UCE STAFF AT A HISTORICAL UNIVERSITY**



## SAMPLE SCHEDULE

### DAY 1

- PERFORMANCE CHEER CLASS
- 1 PERFORMANCE CHEER
- 2 GENERAL SIDELINE STUNT CLASS
- SQUAD CREDENTIALING
- COUNTS CLASS
- 3 (3-8 COUNT DANCES)
- MASTER'S DANCE
- PERFORMANCE CHEER CLASS 2
- 1 PERFORMANCE CHEER
- 2 GENERAL SIDELINE JUMP CLASS
- JUMP SECTIONALS
- DAILY AWARDS

### DAY 2

- PERFORMANCE CHEER CLASS
- 1 PERFORMANCE CHEER
- 2 GENERAL SIDELINE
- PCH OF PERFORMANCE CHEER
- SQUAD CREDENTIALING
- COUNTS CLASS
- 3 (3-8 COUNT DANCES)
- STUNT CLASS
- HIP-HOP PART 1
- ALL-AMERICAN MATERIAL
- GAME DAY CHEER
- OFFENSE
- DEFENSE
- PCH OF COUNTS
- DAILY AWARDS

### DAY 3

- MASTERS DANCE PCH
- PYRAMID CLASS
- SQUAD CREDENTIALING
- ALL-AMERICAN REVIEW
- ALL-AMERICAN TRYOUTS
- FULL SHOW RUN THROUGH
- MATERIAL REVIEW
- DAILY AWARDS

### DAY 4

- FINAL DAY COMPETITION



# CONTACT

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