

THE REAL COST OF YOUTH CHEERLEADING

AND HOW FAMILIES CAN MANAGE THE DEMANDS

Cheerleading builds confidence, strength and lifelong friendships— but it comes with real costs in money, time, travel and physical demands. Plan smart so your athlete can enjoy the experience and your family can handle the commitment.



BIG COMMITMENT.
BIG INVESTMENT.
BIG REWARDS.
ALL IN.

THE BOTTOM LINE

Typical all-star cheer season total:

\$3,500 – \$8,000+

PER ATHLETE PER YEAR



WHERE THE MONEY GOES

EXAMPLE COST BREAKDOWN (ALL-STAR LEVEL)

Costs vary by gym, level and travel.

Annual Tuition	\$2,500 – \$4,000+
Competitions (fees)	\$600 – \$1,500+
Uniforms & Shoes	\$300 – \$800+
Practice Wear & Bows	\$150 – \$400+
Camps / Clinics	\$150 – \$400+
Tumbling Classes	\$600 – \$1,200+
Choreography & Music	\$150 – \$300+
Travel (Hotels, Gas, Flights)	\$500 – \$2,000+
Extras (Makeup, Bags, Photos, Banquets, etc.)	\$200 – \$800+

TIP: Always ask for the complete fee schedule in writing. The monthly tuition is only part of the total cost.

THE TIME COMMITMENT

It's more than practice.



3–5 PRACTICES PER WEEK
1.5–3+ hours each



TUMBLING & OPEN GYMS
Additional hours for skill development



COMPETITION WEEKENDS
Many events are out of town



TEAM MEETINGS & FUNDRAISING
Required for most programs



PREP TIME
Hair, makeup, packing, arriving early



YEAR-ROUND SEASON
Most teams run 10–12 months



PLAN AHEAD: Get the full calendar before tryouts and map it with school, work and family commitments.



THE PHYSICAL & EMOTIONAL DEMANDS

Cheer is a real sport.



STRENGTH & CONDITIONING
Stunts, jumps and tumbling require power, flexibility and endurance.



INJURY RISK
Sprains, strains and overuse injuries are common.



MENTAL TOUGHNESS
Pressure to perform and the drive to improve are constant.



BODY IMAGE & NUTRITION
Be mindful of healthy fueling and positive body image.



SAFETY FIRST
Choose gyms with trained coaches, proper spotting and an emergency action plan.



ASK ABOUT: Coach certifications, safety policies, concussion protocols and emergency procedures.

TRAVEL AND HIDDEN COSTS

Travel can add up fast.

- ✓ Hotel stays & meals
- ✓ Gas, airfare, rental cars
- ✓ Parking & spectator tickets
- ✓ Extra baggage fees
- ✓ Time off work
- ✓ Unexpected added events



BUDGET SMART: Add a travel savings fund so surprises don't derail your season.

HOW FAMILIES CAN MANAGE THE DEMANDS

- ✓ Build a complete season budget.
- ✓ Break costs into monthly savings.
- ✓ Divide responsibilities.
- ✓ Protect school, sleep & recovery.
- ✓ Communicate openly with your athlete.
- ✓ Know the policies before you commit.
- ✓ Choose the right level for your family.



TEAMWORK MAKES IT WORK:
When everyone works together, the season is more enjoyable for all.

QUESTIONS TO ASK BEFORE TRYOUTS

- ✓ What is the total expected cost for the season?
- ✓ How many practices and tumbling classes are required?
- ✓ How many competitions and where are they?
- ✓ Can new events be added during the season?
- ✓ What is the absence policy?
- ✓ What happens if my athlete is injured?
- ✓ What financial obligations remain if we leave?
- ✓ What safety training do coaches have?
- ✓ Does the gym have an emergency action plan?
- ✓ Can we see the contract and calendar?

“CHEER TEACHES SKILLS THAT LAST A LIFETIME— WITH THE RIGHT PLAN, THE JOURNEY CAN BE WORTH EVERY BIT.”

