



Greetings to our global cheerleading community,

We thank you for putting your trust in Sapphire Productions and Cheerfest these past years.

Autumn is upon us and there are still many government restrictions in place here in Canada as well as around the World. Every area is at different stages in COVID-19 measures/phases, but at this point, we are not expecting physical distancing measures to be alleviated to a point where we will be able to host a quality physical event.

In this document, you will find the details about our Virtual Edition of the International CheerFest Championship (Feb. 6/7, 2021) for this coming season.



We've been hard at work and are committed to making this a VIRTUAL EXPERIENCE like no other. Read on to get some exciting highlights for you and your clientele.

We continually strive to help keep this sport growing even in these tough unprecedented times. In closing, we leave you with this quote from Jimmy Dean:

"I can't change the direction of the wind, but I can adjust my sails
to always reach my destination"

-- Jimmy Dean

Sincerely,

Sapphire Productions Inc.



FEBRUARY 6 & 7, 2021

REGISTRATION COSTS:

- \$20/athlete = Early Bird (register before Dec. 4th)
- \$30/athlete = Register after Dec. 4th
- ** World Bids Prices to come **

FEATURES:

- ** BIDS = More information to come **
- No Crossover Fees
- NO SPECTATOR FEES! NO SUBSCRIPTION FEES TO VIEW! Viewing of the events is 100% free for anyone
- Cash and Prizes
- Professionally Edited Production
- 10% DISCOUNT for 2022 Cheerfest to all teams attending the 2021 Virtual Cheerfest
- Fun Contests for All
- Compete against teams from all over with NO TRAVEL FEES - NO STAY TO PLAY; NO HOTELS, NO PARKING
- 100% REFUND GUARANTEE – if the virtual event is cancelled by Sapphire Productions for any reason, your registration fee for that event will be 100% refunded
- **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
- 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)
- All awards – shipped directly to your gym

VIDEOS:

Videos will be accepted starting 2 weeks prior to the event (January 22, 2021) and must be submitted a minimum of 10 days prior (January 27, 2021) to the event. ****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.

REGISTRATION FOR CHEERFEST 2021

There is a simple registration process available at www.cheerfestmtl.com in excel format:

- Registration fees are per Athlete and are due as per the dates indicated.
- Submit your Team Lists with your registration and payment.
- In order for your music to be played during the virtual event, 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.

Questions & Answers:

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 (score sheets will be made available 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 if you want. Have a bake sale, run your own fundraiser, sell your own products, etc.

How will "proof of age" be addressed?

Unfortunately, unless undeniable evidence is presented, it cannot be addressed. This event 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.

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.