



Chairman's Cup

USASF Community Service Award



The USASF/IASF Chairman's Cup is designed to honor and showcase the outstanding community leadership and service by all-star cheerleaders and dancers. This "Giving Back" attitude steps beyond the boundaries of sport, building character, communication, humility and true citizenship within athletes.

ENTRY DETAILS

Each Chairman's Cup Application should Include:

1. Service Project(s)
2. Media Coverage
3. Supporting Materials

Programs may choose to package the application as they see best display's their community Service Efforts.

Entry Packets should be sent by March 31, 2011 care of:

Tegan Reeves

attn: Chairman's Cup Submission

6745 Lenox Center Court, Suite 300

Memphis TN 38115



SERVICE PROJECT

Each program will complete a philanthropic or community service oriented activity. It should be an activity that directly benefits a community or non-profit agency. Such as:

Tree plantings, hospital visits, clothes drives, food drives, blood drives, litter campaigns, nursing home visits, and any other service that benefits your community. Toys for Tots, Meals on Wheels, American Heart Association, Habitat for Humanity, American Cancer Society, Breast Cancer, Muscular Dystrophy Association and any other benefactor from your activity.

MEDIA CONNECTION

A large part of this project is building awareness of the positive life benefits that all star cheerleading and dance offer. Such as:

Local television, radio and/or printed coverage of the activity.

Coverage must be tagged to a search engine in words such as cheerleading safety, cheerleading benefits, competition dance, all star cheerleading and dance, and USASF.

SUPPORTING MATERIALS

To identify the winner of the Chairman's Cup Challenge, the following supporting material is needed:

- Cover letter including; name, program name and history, contact information, a brief description of the cause volunteered for with how you think it positively influenced the athletes and community
- DVD of local television footage, PDF/Print Out of print coverage, MP3 recording of Radio coverage
- Letters from philanthropic agency (not required)
- Photos/Footage of your cheerleaders hard at work! Be sure that they are in their "cheer and dance gear," we need your hard work to recognize you as CHEERLEADERS and DANCERS!

Be creative in your approach to this service or activity. Entries that tie in cheerleading and dance to the activity are especially impressive!

POLICY

The USASF Chairman's Cup will be awarded at The Annual Worlds VIP Gala.

The award is open to any gym/program and is not restricted by level.

Each gym/program is allowed one entry.

All entry packets must be received at the USASF office, no later than March 31, 2011.

All footage, articles and photos entered for consideration will be released to the USASF for use in promotional materials.

The USASF National Advisory Board Members will adjudicate.

All decisions will be final

Sufficient notification will be made to the winning program so that arrangements may be made to be present.

The winning program director will agree to be in attendance at the following USASF Worlds to award his/her successor.

