

# USASF

## QUICK FACTS



## THE WORLD CHAMPIONSHIP

FIRST CHAMPIONSHIP IN 2004

10,000 participants

28,000 family and friends in the stands every day

40 countries

AVERAGE GPA OF 3.45 for all-star athletes competing

2 MILLION ESPN Reported Viewers

10,000 paying viewers for Video on Demand routines

BY INVITATION ONLY teams who compete at The Cheerleading and Dance Worlds are chosen by event producers as the top scorers to represent their competition company.

VIRTUAL CHAMPIONSHIP WINNERS are announced. Sponsored by Nfinity Shoes, the Nfinity Cup is an all-level virtual championship. See press release for more info.

SCHOLARSHIP WINNERS are announced. Sponsored by Terminal Velocity Processing, young athletes can apply for a need or merit based scholarship. See press release for more info.

VIP RECEPTION recognizes industry leaders into the Hall of Fame, announced as well is a Community Service Award (see press release), 5 nominated awards sponsored by All-Star Industry media and 2 International awards.

## MEDIA

1 MILLION HITS are estimated per month on the website.

20,000 unique visitors estimated per month on the website

50,000 is the circulation rate of The Official Magazine of the USASF "All-Star Cheer Magazine" and "All-Star Dance Magazine"

500,000 is the pass along reach of The Official Magazine of the USASF "All-Star Cheer Magazine" and "All-Star Dance Magazine"