

Ready to Start an All Star Dance Team?



A Guide for Cheer Programs & Dance Studios Entering All Star Dance

1. Do you have space for a dance class?



Which kind of floor will your dancers be using?

Spring Floor?

Offer Pom and/or Hip Hop
Safety Note: Avoid turning or executing connected high kicks on spring floors to protect joints from potential injury.

Hard Surface?

Preferably without columns or pillars
Safety Note: Use caution when teaching skills that involve force on hard surfaces. Wood or subsurface under Marley is ideal. If needed, consider sharing space with a studio.

Cheer Programs: Consider partnering with a traditional dance studio or college to share Acro/Tumbling classes.

2. Do you have the equipment needed?

Props?

- **Preschool items:** Magic wands, poly dots, bean bags, ribbons, hula hoops
- **Grade school items:** Poms and twirling ribbons

Mirrors?

Dance studios utilize mirrors to correct form, develop staging, and work on uniformity.

Music?

- Age-appropriate, clean music on playlists
- Utilize USASF Dance [FUNdamentals](#) with royalty-free music

3. Which class or team would you like to offer?

Cheer Programs

Consider offering:

- Acro/Tumbling
- Pom — Obtain inexpensive poms and send them home as prizes for the week or session.
- Hip Hop
- Novice or Intermediate divisions for competition (see [Dance Age Grid](#)).
- USASF Dance [FUNdamentals](#) for non-competitive programming.

Dance Studios

Consider offering:

- Jazz
- Hip Hop
- Variety — a great way to introduce athletes to different dance styles, appeal to all tastes and boost retention
- Kick
- Pom
- Contemporary/Lyrical
- Novice or Intermediate divisions for competition (see [Dance Age Grid](#)).

4. Do you have a dance instructor?



Tip: Combine multiple ages into one genre and bring in a Junior Coach for breakout groups — a great way to get more athletes in the door!

- Ask local college and high school dance teachers/coaches.
- Reach out to other All Star dance programs for recommendations.
- Have a coach that is motivated to teach dance? Invest in their ability to be a great dance teacher!
- Post your dance coach position on local dance Facebook groups to attract qualified candidates.
- Host a guest instructor or conduct a clinic to spark interest.

5. Is there an existing group of athletes you can market this to?

Yes

Cheer Programs

- Add dance to your All Star cheer program to develop well-rounded athletes and expand their opportunities.
- Host a guest instructor or conduct a clinic to spark interest.

No

Places to start

- Connect with local elementary and middle schools.
- Connect with after-school programs.
- Encourage your current athletes to try something new.
- Launch a bring-a-friend promotion.
- Invite traditional studio dancers to to elevate their skills for competitive or collegiate teams.
- Host a guest instructor or conduct a clinic to spark interest.

6. Is your marketing plan set with materials, posts and advertising?

Yes

Share your ideas with fellow USASF members through social media and meetings.

Cheer Programs: Create a strong, unified brand by using your program's colors and visual style.

No

- Include key details: cost, schedule, location, contact info and registration instructions.
- Create eye-catching graphics that speak to your target audience.
- Tap into both internal and external marketing channels.
- Maximize social media to boost reach and engagement.
- Engage with local communities through events and outreach.
- Post in high-traffic areas for maximum visibility.

7. Are you a USASF member yet?

Yes

Reach out to our [membership experience team](#) or email smbate@usASF.net for more info about adding All Star Dance!

No

Visit [USASF.net](https://usASF.net) for membership information and email smbate@usASF.net.

8. What are the benefits of All Star Dance?

- Compete for bids to The Dance Worlds®
- Prepare athletes for collegiate dance programs
- Generate additional revenue
- USASF College [Scholarship Program](#)
- Leadership enrichment programs

Cheer Programs

- Generate additional revenue
- Help cheer athletes grow and diversify skills
- Maximize gym usage
- Supports larger student-to-teacher ratios

9. What are the benefits of USASF membership?

USASF Member Club Benefits

- Consistent rules and fairness across all teams
- Verified safety and athlete protection standards
- Access to [sanctioned competitions](#) and [The Dance Worlds®](#)
- Inclusion in the [USASF Club Finder](#)
- Peer mentoring through The PEER program.

- Opportunity to shape All Star's future through committees, polls and dance assemblies
- Enrollment in the [USASF Member Perks Program](#)

Learn more about

[USASF Coach Member Benefits](#) and [USASF Athlete Member Benefits](#)

10. Looking for guidance from an experienced mentor?

Yes

Connect with a mentor through The PEER program.

No

Share your journey and ideas with others on social media and in meetings!