

The logo features a dark purple background with a pink border. Stylized lightning bolts in pink and white are scattered throughout. The text 'POWERUP' is in large, bold, black letters with a pink outline and a white drop shadow. The 'P' contains a pink lightning bolt, and the 'U' is shaped like an upward-pointing arrow. Below it, 'EVENTS' is in smaller, spaced-out black letters with a pink outline. '2025' is in a white, outlined font. At the bottom, 'COMPETITION PACK' is in white, italicized letters with a pink outline.

POWERUP

EVENTS

2025

COMPETITION PACK

WHAT IS POWER UP EVENTS?

Power Up Events is not just an event provider; we are a community passionately created by former cheerleaders who have experienced this thrilling sport for over ten years. Our team knows the rhythm of cheerleading, the dedication it demands, and the excitement it delivers. With our extensive experience in the industry, we're here to transform how cheer competitions are experienced.

OUR BELIEFS AT THE CORE OF POWER UP EVENTS:

At Power Up we champion the spirit of our athletes. We are committed to:

Creating New Opportunities - We aim to offer unparalleled possibilities within the cheer industry, breaking barriers and establishing new standards.

Acknowledging Your Hard Work - We appreciate the effort and persistence behind every routine. At Power Up, hard work doesn't only get recognised: it gets celebrated.

More Than a Sport To us, cheerleading is a celebration of skill, creativity, and collaboration. It's about forming bonds, understanding the importance of teamwork, and challenging personal limits. At Power Up, you'll find that cheerleading is much more than a sport, it's a journey of growth, empowerment, and joy.

We're eager to show you what we've prepared for you, from innovative competitions to empowering workshops designed to enhance your cheer experience.



POWERUP-EVENTS.CO.UK

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OUR UPCOMING 2025 EVENTS

**FIRST
CHARGE**



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WHAT YOU CAN EXPECT FROM A POWER UP EVENT

SPECIFIC COMPETITION MERCHANDISE ON SALE

**MEDALS
FOR 1ST - 3RD
PLACE**

**PARTICIPATION MEDALS FOR
ALL WHO COMPETE!**

TROPHY FOR 1ST PLACE

**BANNERS FOR
1ST - 10TH PLACE**

**UNITED SCORING &
EXPERIENCED JUDGES**

SPRUNG FLOOR EVENTS



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DEADLINE DATES

| | COMPETITION DATE | STANDARD REGISTRATION | STANDARD PRICING | LATE REGISTRATION | LATE PRICING |
|--------------|--------------------------|-----------------------------------|---------------------------|--|---------------------------|
| FIRST CHARGE | 15th - 16th March 2025 | 1st August – 27th December 2024 | £25 Crossovers: £20 | 28th December 2024 – 10th January 2025 | £30 Crossovers: £25 |
| SUMMER SURGE | 31st May - 1st June 2025 | 1st August 2024 – 25th April 2025 | £25 Crossovers: £20 | 26th April – 2nd May 2025 | £30 Crossovers: £25 |



SPECTATOR TICKETS

| | ADULTS (16+) | KIDS (UNDER 16's) |
|----------------|---------------------|--------------------------|
| SESSION | £12 | £10 |
| DAY | £28 | £28 |



UNDER 4'S ATTEND FOR FREE

FIRST CHARGE

Get ready for an electrifying event as Power Up presents its inaugural competition, First Charge! This eagerly anticipated competition promises to be a thrilling showcase of talent, energy, and spirit.

Participants will perform on a professional sprung floor, ensuring safety and optimum performance and every competitor will go home with a participation medal, and there will be an array of trophies, medals, and banners up for grabs.

The event will feature United Scoring, ensuring fair and consistent judging by experienced professionals.

Attendees can also look forward to exclusive competition merchandise available for, making it a memorable experience for everyone involved. First Charge is set to be a spectacular celebration of excellence and passion, and we can't wait to see you there!



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FIRST CHARGE

NEED SOMEWHERE TO STAY?

We know how expensive cheer can be, which is why we offer the best experience for the cheapest price. On top of this we have teamed up with 2 hotels to ensure the best pricing possible for the athletes, coaches and spectators on the Friday and Saturday nights.

Voco Leicester – Bed and Breakfast Rate | A 10-minute drive from the Mattioli Arena

Call 0116 366 5693 (option 2, Meetings and Events) and quote Power Up and the date you want to book (14th, 15th, or both) to get our exclusive discounted pricing

PLEASE NOTE – The deadline to book under this discount is the 31st January 2025, after this date the rooms will go back to the general sales price.

VOCO[™]
AN IHG HOTEL

Novotel Leicester – Bed and Breakfast Rate
A 10-minute drive or 15-minute walk from
the Mattioli Arena

NOVOTEL

Call 0116 482 0440 (option 1, Reservations) and quote Power Up and the date you want to book (14th, 15th, or both) to get our exclusive discounted pricing

PLEASE NOTE – The deadline to book under this discount is the 14th February 2025, after this date the rooms will go back to the general sales price.



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FIRST CHARGE

REGISTER HERE:

[https://regchamp.com/Public/Details
.aspx?COID=202&EventID=7197&
Trans=true&langOpt=false](https://regchamp.com/Public/Details.aspx?COID=202&EventID=7197&Trans=true&langOpt=false)



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Prepare for an exhilarating conclusion to the season with our Summer Surge competition! This final event promises to be an unforgettable display of talent, enthusiasm, and team spirit. Participants will shine on a professional sprung floor, ensuring peak performance and safety with every athlete receiving a participation medal. The top 10 teams will receive banners, while the top 3 get medals and 1st place gets a trophy.



The competition will feature United Scoring with experienced judges ensuring fair and consistent evaluations. Attendees can also look forward to exclusive competition merchandise available for purchase, adding a special touch to the event. Summer Surge is set to be a spectacular celebration of excellence, and we are excited to see everyone there for this climactic finale!

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**WE HAVE AN
OFFER FOR YOU!**

**SUMMER
SURGE**

**ANY TEAM THAT SIGNS UP
TO SUMMER SURGE BEFORE
THE END OF THE YEAR (2024)
WILL RECEIVE 5% OFF ENTRY!**

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REGISTER HERE:

<https://regchamp.com/Public/Details.aspx?COID=202&EventID=7197&Trans=true&langOpt=false>



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COMPETITION SPLITS

| | SATURDAY (will be split into 2/3 sessions) | SUNDAY (will be split into 2/3 sessions) |
|--------------|---|---|
| FIRST CHARGE | ALLSTAR & PREP CHEERLEADING AND GROUP STUNTS | UNIVERSITY CHEERLEADING, GROUP STUNTS AND DANCE |
| SUMMER SURGE | ALLSTAR & PREP CHEERLEADING AND GROUP STUNTS | ALLSTAR CHEERLEADING CONTINUED & ALLSTAR DANCE |



SAFEGUARDING AT POWER UP

At Power Up, we are committed to the highest standards of safety and well-being for all participants in our competitions. It is with this commitment that we have meticulously aligned our policies with Sports Cheer England's Safeguarding Policy.

The safeguarding of children, young people and vulnerable adults is paramount in the world of sports. Sports Cheer England has established a comprehensive Safeguarding Policy that sets the benchmark for best practices in cheerleading. Our policies have been developed to mirror these standards, ensuring that we uphold the same level of care and protection for all members of our organisation.

The Sports Cheer England Policy can be found here – [Safeguarding Policy \(sportcheerengland.org\)](https://www.sportcheerengland.org/safeguarding-policy).



CONTINUOUS IMPROVEMENT

Safeguarding is an ongoing process, and we are committed to continually improving our policies and practices. We regularly review and update our safeguarding measures to ensure they remain effective and in line with best practices.

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POWERUP EVENTS

KEEP UP TO DATE WITH POWER UP!



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