

VA

VIRTUS
ATHLETICS

Guardian/Athlete

Handbook

HALF YEAR

2026 - 2027

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About Virtus Athletics

The mission of Virtus Athletics is to provide a *premier* training experience for our athletes.

Virtus Athletics works to teach athletes life skills that will carry them further.

At Virtus Athletics, we value hard work, discipline, listening skills, and showing respect towards others at all times.

The goal of Virtus Athletics is to win every competition that we compete in while teaching

Virtus Athletics encourages athletes to have meaningful relationships within their community. We expect athletes to take time for their loved ones and enjoy the different seasons of life with them!



Welcome to Virtus Athletics!

Blake Whetzel



Blake created Virtus Athletics because they love the sport of cheerleading. Blake's goal is to support athletes to become strong, independent and confident humans.

Before Virtus Athletics, Blake started a choreography company, Premier Choreography; a prominent choreography company that has worked with hundreds of teams. The success of Premier Choreography led to the opening of Virtus Athletics.

Meet the Owner



Contact Virtus Athletics



(804)616-1459



info@thevirtusathletics.com



www.thevirtusathletics.com



@thevirtusathletics



3511 W. Broad St.
Richmond, VA 23230

Follow us on Instagram for the most up to
date information on events, camps, clinics,
and closures at Virtus Athletics!



Our Communication Style

From Us

- Emails
 - Important/urgent information. Expect few emails from us, so when we do email, please know that it is important. Things like new classes, gym closures, and team announcements to be communicated via email.
- The Virtus Athletics App
 - Class/booking information. Our app's platform, Arketa, sends class reminders, cancellations, and class openings
- Instagram
 - Everything you need to know! We post on Instagram daily. These posts range from important/urgent information to fun content. Follow us there to stay up to date on *everything* Virtus Athletics.

To Us

- Call Us
 - Urgent questions, urgent contact to athlete during class hours, and day of communication with coaches should be communicated via phone call.
- Email Us
 - Questions about our classes, app, and bookings, information regarding anticipated absences, doctors notes, etc. should be communicated via email
- Athlete to Coach
 - We encourage athletes to communicate for themselves with their goals. Athletes are responsible for communicating with their coaches about pain, injury, and illness.



Evaluations

How to Register

- Visit www.virtusathletics.com & click the link
- Pick the tryout age range that the athlete falls within
- Register and pay for that spot for tryouts

Families with more than one athlete should fill out the forms separately, one per athlete.

Tryout Fees

- Evaluation Fee: \$56
 - Price includes Registration Fee and Evaluation Fee.
-

Frequently Asked Questions about Evaluations

- What should athletes wear to evaluations?
 - Virtus Athletics requires athletic clothing (sports bra, athletic tops, athletic shorts, etc.) and preferably cheer shoes or clean socks. Hair should be pulled back out of the face and off the shoulders. Jewelry is not permitted.
- What is a Group Evaluation?
 - Group Evaluations are an opportunity for coaches to see your athlete and their skills one more time! This gives coaches another opportunity to assess your athlete's skillset and determine if a team/which team is the right fit! Group Evaluations do not guarantee team placement.



Evaluation Schedule

September 14 4:00- 4:55PM	Tiny Evaluations Birth Year 2019 - 2023
September 14 5:00- 5:55PM	Mini Evaluations Birth Year 2017 - 2020
September 14 6:00- 6:55PM	Youth Evaluations Birth Year 2014 - 2019
September 14 7:00- 7:55PM	Junior Evaluations Birth Year 2011 - 2018
September 14 8:00- 8:55PM	Senior Evaluations Birth Year 6/1/2007 - 2014
September 20	Evaluation Invites Sent
September 26 4:00- 6:00PM	Group One Evaluations
September 26 6:00- 8:00PM	Group Two Evaluations
October 1	Team Announcements



All evaluations are closed. Guardians are not permitted in Virtus Athletics' training facility or within viewing areas of the windows.

Half Year Pricing: Youth, Junior & Senior

2026- 2027 Total: \$1,968

Includes:

- Two Practices per week in Season- Four Hours total
- Choreography
- Competition Entry Fees- Two Local
- Team Fee
- Uniform Rental
- Competition Bow
- Practice Wear

6-Month Tuition Payment Plan

Total annual tuition will be divided into 6 equal monthly payments, with the first installment due in November 2026 and the final installment due in April 2027.

Failure to pay tuition or failure to pay in a timely manner may result in your athlete's removal from a team. Please communicate proactively if issues with payments may arise.

Leaving the Program

If you decide Virtus Athletics is not the training facility for your athlete after committing to a team, Virtus Athletics requires a written notice that your athlete will be leaving the program submitted via email to info@virtusathletics.com. Additionally, you will be charged a termination fee.

- Termination Fees
 - \$100 Termination Fee if you quit prior to December 1.
 - \$350 Termination Fee if you quit December 1 - January 1.
 - \$700 Termination Fee if you quit after January 1.



Payment Schedule: Youth, Junior & Senior

Monthly Tuition

November 2026	\$328*
December 2026	\$328*
January 2027	\$328*
February 2027	\$328*
March 2027	\$328*
April 2027	\$328*

**Does not include \$25 fee for Flexibility and Strength classes.
All flyers must attend one Flexibility and Strength class per week.*



Season Pricing: Tiny & Mini

2026- 2027 Total: \$1,288

Includes:

- Two Practices per week in Season- Three Hours total
- Choreography
- Competition Entry Fees- Two Local
- Team Fee
- Uniform Rental
- Competition Bow
- Practice Wear

6-Month Tuition Payment Plan

Total annual tuition will be divided into 6 equal monthly payments, with the first installment due in November 2026 and the final installment due in April 2027.

Failure to pay tuition or failure to pay in a timely manner may result in your athlete's removal from a team. Please communicate proactively if issues with payments may arise.

Leaving the Program

If you decide Virtus Athletics is not the training facility for your athlete after committing to a team, Virtus Athletics requires a written notice that your athlete will be leaving the program submitted via email to info@virtusathletics.com. Additionally, you will be charged a termination fee.

- Termination Fees
 - \$100 Termination Fee if you quit prior to December 1.
 - \$350 Termination Fee if you quit December 1 - January 1.
 - \$700 Termination Fee if you quit after January 1.



Payment Schedule: Tiny & Mini

Monthly Tuition

November 2026	\$214.67*
December 2026	\$214.67*
January 2027	\$214.67*
February 2027	\$214.67*
March 2027	\$214.67*
April 2027	\$214.67*

**Does not include \$25 fee for Flexibility and Strength classes.
All flyers must attend one Flexibility and Strength class per week.*



Financial Details

Refunds

No refunds will be given for any reason, including Athlete Evaluation Fees and Tuition. If you wish to leave the program before April 2027, you are responsible for the full monthly tuition payment up to your last month on the team. (Example, Virtus Athletics is notified of your athlete leaving the program on July 1, 2026. Final payment due would be July's full tuition.)

Fundraising

Virtus Athletics has no involvement in organizing or facilitating fundraising. Any fundraisers using 'Virtus Athletics,' the Virtus Athletics logo, or representing Virtus Athletics in any way must be approved by Blake Whetzel.

Costs Not Included

While Evaluation Fees and Monthly Tuition cover the necessities of the regular All-Star Cheerleading season, please keep in mind potential additional costs including but not limited to:

- End of Season Competition Fees
- Spectator Tickets
- Lodging
- Travel

Required Additional Fees

- USASF Membership: \$49/annually
- White Cheer Shoes
- Flexibility & Strength: \$25/monthly
 - Required weekly for flyers, otherwise optional.



Billing

Monthly Billing

On the first day of each month the credit card on file will be charged for that month's tuition.

Late Payments

In the case of a late payment or a missing payment, the athlete will not be allowed to practice or be on premises.

There will be a \$50 late payment fee each occurrence.

Failure to Pay

Consistent late payments or failure to pay tuition may result in removal from the Virtus Athletics All-Star program and/or Virtus Athletics classes.



Uniform Rental Policy

Our Uniform

- The Virtus Athletics uniform will be rented from Virtus Athletics directly.
- Uniforms will be handed out the week of competition and must be returned the week after competition to Virtus Athletics.
- The uniform will be laundered by an organic, non-scented detergent for those with allergies or irritations after each competition.
- Athletes will keep the same uniform all season unless they need to change sizes for some reason.
- Virtus Athletics has additional uniforms in case athletes need to change sizing.
- Sizing will be done by our Rebel Sales Representative, Carlee. Approval will be done by staff.
- If a uniform is damaged or lost, the individual/ family is financially responsible for replacing the uniform.

Rental Policy

- The uniform may not be washed by anyone other than Virtus Athletics staff.
- The uniform may only be worn for competition. For any other times the athlete must request permission.
- Uniforms must be kept in their carrying cases. Uniforms do not go into a bag haphazardly.

Want to Buy?

- The Virtus Athletics uniform may be purchased for a one time price of \$628



Dress Code & Hygiene

Practice Dress Code

Athletes are required to wear team provided practice gear to all practices unless otherwise specified by coaches. Athletes must have hair pulled back out of their face and off the shoulders. Jewelery is not permitted. Athletes must wear the provided Rebel Athletics cheer shoes to practice.

Class Dress Code

Athletes are required to wear athletic clothing to all classes. Athletes must have hair pulled back out of their face and off the shoulders. Jewelry is not permitted. Athletes must wear cheer shoes or clean socks to participate in class.

Dress Code Compliance

Athletes that do not comply with our dress code will not be allowed to participate. Not participating due to improper dress is considered an unexcused absence and will count as an infraction of the Attendance Policy. If class is required by coaches for their team (example: Flexibility and Strength for flyers), the athlete will not receive credit without full participation.

Hygiene

Athletes should maintain high standards of hygiene including laundering gear, wearing deodorant, trimming nails, etc. Members of the Virtus Athletics All-Star teams must maintain french tip, nude color, or natural fingernails for competitions. Nails must be fingertip length.



Trademark Representation

Approval of Trademark Use

- The Virtus Athletics logo and name are subject to a pending trademark.
- Unauthorized parties may not use our logo, “Virtus Athletics” or “Premier Choreography” on anything. Written approval from Owner, Blake Whetzel, required for use.

Apparel Policy

- All apparel must be purchased directly from Virtus Athletics.
- Apparel may not be altered in any capacity.
 - Example: Cutting, or adding patches to gear

Representing Virtus Athletics

- While sporting Virtus Athletics gear, you may not...
 - Use illegal substances
 - Use profanity or crude language
 - Speak negatively about others, including teammates, coaches, judges, competitors, and self.
 - Post inappropriately on any social media platforms.
- While sporting Virtus Athletics gear, you should...
 - Look put together and professional.
 - Example: Do not show up a wrinkled mess!
 - Be kind!
 - Show respect!
 - Show off your gear and tag us on social media!



Attendance

Attendance is Necessary

The goal for Virtus Athletics is to win, so attendance is expected. We see Virtus Athletics as a job for athletes and expect them to show up each day ready to work. All absences need to be communicated to our email 12 hours prior to practice.

In-Season Attendance

- Starting November 16th , athletes are expected to be at each practice.
- Athletes in season receive three Sick Days and two Vacation Days.
 - Sick Days may NOT be used within two practices of competing.
 - If an athlete needs a sick day within four practices of competing, there must be a doctor note.
 - Vacation Days may NOT be used within five practices of competing.
 - ALL Vacation Days must be approved by Coach Blake.

Flexibility and Strength

- Flexibility and Strength - Aspiring flyers or athletes deemed as a flyer by coaches must attend one class weekly. Practice attendance rules/expectations apply.



Attendance Continued

Competition Attendance

Athletes are required to be at each competition. Guardians must arrange travel for athlete to be at each competition. If an athlete misses a competition, they will be removed from choreography for the next competition and may not compete, but will still be expected to attend to support their team.

In circumstances of severe illness/hospitalization, death of an immediate family member, or other cases of the sort, absences will be handled on a case by case basis.

Inclement Weather

Virtus Athletics will send out an announcement in regards to our facility being closed. Please check your email for information.

Absentee Policy

Athletes are expected to follow all Summer, In-Season, Team Tumbling, and Flexibility & Strength attendance policies. Three or more Attendance infractions may result in removal from Virtus Athletics' All Star program.

If an athlete does not follow the *In-Season Attendance Policy* they are not able to compete in the next competition.

Coach Blake has the right to remove any athlete from choreography, teams, or the program due Attendance Policy infractions.



Video, Photo & Social Media Release

Policy as listed on the Portal:

- By creating an account through this portal and agreeing to this policy, I hereby grant and authorize Premier Choreography LLC DBA Virtus Athletics the right to take, edit, alter, copy, exhibit, publish, distribute and make use of any and all pictures or videos taken of me or my minor child/ren by Premier Choreography LLC DBA Virtus Athletics to be used in and/or for legally promotional materials including, but not limited to, newsletters, flyers, posters, brochures, advertisements, fundraising letters, annual reports, press kits, and submissions to journalists, websites, social networking sites and other print and digital communications, without payment or any other consideration.
- This authorization extends to all languages, media, formats and markets now known or hereafter devised. This authorization shall continue indefinitely, unless I otherwise revoke said authorization in writing.
- I understand and agree that these materials shall become the property of Premier Choreography LLC DBA Virtus Athletics and will not be returned.
- I hereby hold harmless, and release Premier Choreography LLC DBA Virtus Athletics from all liability, petitions, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons may make while acting on my behalf or on behalf of my estate.

If you would like your athlete to not be posted, please email us!



In-Season Schedule

Our in season schedule will be sent out when team placements are determined on October 1st !



Guardian Facility Policy

Guardians Not Permitted To:

- Watch practices unless given permission by Blake
 - This includes standing at the windows, walking by slowly in front of Virtus Athletics, parking your car in a place that allows you to see in
- Enter the facility
 - Athletes are to be dropped off at the door
 - Any important communication can be shared via email to info@thevirtusathletics.com or the athlete can share the information with us

Our Why

- We strive to build appropriate, trusting relationships with our athletes
- To minimize distractions
- To support adults in being able to have a moment to be an adult-- go to Starr Hill or Tazza!

Enforcement

- First Violation- Warning
- Second Violation- Athlete dismissed from that practice/training session
- Third Violation- Athlete is *dismissed from the Virtus Athletics

*If dismissed from Virtus Athletics the athlete is still held financially responsible and held to the same rules of quitting the program



Athlete Code of Conduct

1. Attend practice with an OPEN and POSITIVE mind.
2. Commit to working hard and with full concentration so you and the team can be proud of your accomplishments.
3. Always be respectful of your fellow teammates, coaches, students, visitors, etc.
4. Team members are held to the highest standard of respect and positive attitude toward coaches, teammates, team guardians, and all other students and guardians. If violations of respect or negative talk occur, a meeting will take place between appropriate parties (coach, athlete, and/or guardians) to discuss the problems that are occurring, express the standard of conduct that is expected, and find a way to solve the problem. In extreme cases, when respect issues or negative attitudes cannot be resolved and are becoming a detriment to others, an athlete will be dismissed from the team.
5. Do not engage in harassment, bullying, hazing or any actions that demean or hurt other athletes or anybody associated with the team. This includes all social media platforms and group chats. Violations of this policy can result in suspension or dismissal from the team.
6. Report any physical or verbal abuse, bullying, inappropriate behavior etc., to a coach immediately.
7. Attend all practices and inform the Head Coaches ahead of time in the event of schedule conflicts. Excessive absence leads to poor preparation, unsafe levels of conditioning and skill execution, and may result in the athlete being pulled from a competition or the team.
8. Wear Virtus Athletics practice attire to each practice and keep practice wear in good condition.
9. Report any injury to the coach immediately.



Athlete Code of Conduct Continued

10. Balance your academic school requirements and cheer training by planning ahead and managing your time wisely.
11. Do not engage in the use of drugs, smoking, foul language or other inappropriate/illegal actions at competitions and team activities.
12. Do not use phones or other devices during practice. Cell phones will be taken if this is violated.
13. Care for and return equipment to their proper place after practice.
14. Athletes are not permitted to touch accessories in Virtus Athletics including, but not limited to, mirrors, windows, thermostats, speakers, vents, light fixtures, etc.
15. Athletes must bring their own water bottle. Virtus Athletics does not sell water bottles/cups to drink out of.
16. Athletes may NOT share drinks or food.
17. Obtain and maintain any USASF Cheer memberships, other credentials, etc. as required.
18. If athletes break any of the Athlete Code of Conduct rules, they may be required to complete community service.



Guardian Code of Conduct

We ask that you respect the culture and norms that are part of cheerleading along with all policies and procedures including *USA Cheer, other affiliations, and venues we may visit.*

We welcome your positive impact on our team!

- Encourage your athlete to be positive about themselves, teammates, and coaches.
- Don't coach from the sideline.
- Be realistic regarding your athlete's athletic capability, competitive attitude, sportsmanship, and skill level as well as the opinion of their coaches.
- Get your child to practice and competitions on time or EARLY.
- Show respect for the officials, event staff, coaching staff, guardians, and cheerleaders.
- Address any issues with the coach at the appropriate manner and time.
- Stay outside of the facility unless invited in by Blake Whetzel.
- Do not enter any athlete only areas, like warm up spaces, at competitions.
- If communication is required please request a meeting time with Blake Whetzel.
- Virtus Athletics does hold the right to add time to practices or add a practice within a two week period of a competition if deemed necessary by staff.
- Threatening to quit, or spreading rumors of quitting a team is grounds for dismissal from the program.



Guardian Code of Conduct Continued

- Checking emails and staying up to date on Virtus Athletics is your responsibility.
- Do not punish your athlete with taking away practice times or the ability to compete at competitions.
- Virtus Athletics holds the right to dismiss any athlete or guardian from the program at any time.
- Virtus Athletics holds the right to have an athlete or guardian removed from the premises of a competition or practice.
- No one may reach out to or communicate with event producers, event staff, and/or judges under any circumstances.
- During competition, no photos or videos may be taken. We cheer for our athletes and engage with them while performing by cheering for them!
- No one associated with our program may make negative marks about Virtus Athletics or anyone associated with Virtus Athletics on social media.

if we can all...

BE NICE,

COMMUNICATE KINDLY

&

HAVE RESPECT FOR EACH OTHER

then

WE ARE GOING TO HAVE SO MUCH FUN!



Communication & Conflict Resolution

Conflict Resolution

As is normal, issues and concerns will arise from time to time and could involve guardians and/or athletes and coaches, depending on the situation. Often, these can be resolved with a quick conversation between parties outside of practice. We encourage open communication to address and resolve conflict(s). In the event a formal meeting is preferred, please wait 24 hours, the “cool down period”-- before initiating a meeting and follow the guidelines below:

- Request a time to speak to the team coach and share your concern (vice versa for coaches).
- If the concern cannot be resolved, request a meeting with the Head Coach and Program Director to discuss.

The 24-hour rule does not apply to issues related to bullying, harassment, personal safety, or other discriminating behavior. These should be reported immediately.

Team Communication

- All official communications (eg. schedules, policies, registration, etc.) are conducted via email.
- Your first point of contact is the Head Coach. Please use email, but in cases of emergency or when time restraints, text is accepted communication.
- Group chat or another similar format will be used for quick team scheduling changes, updates, weather related adjustments, etc.
- Athletes may not message coaches via text message or call.



Important Dates

Team Acceptance	October 5
Closed	November 25- 28 December 23 - January 2
Choreography:	TBD



FAQs

1. How will Virtus handle choreography changes?
 - a. Until our first competition our routine is fluid and constantly changing. After competitions staff will read scorecards and make decisions for the routine. The changes made will be communicated with athletes and their families.
2. Who covers USASF?
 - a. Athletes are required to complete their USASF Membership on their own. This needs to be completed by June 1.
3. Does Virtus Athletics cover Summit?
 - a. Once a team qualifies for Summit, staff will share the cost for this with families. It is mandatory for all athletes to attend Summit if their team earns a bid.
4. How many competitions will we attend?
 - a. Each team will compete at six competitions. Our goal is to take advantage of our local competitions and travel to competitions that may require a flight. Virtus Athletics chooses competitions based upon bids and level of competition at the event.
5. How do I handle a concern?
 - a. Virtus Athletics believes in open, respectful communication. Our goal is to create a safe and healthy environment for all athletes and family members. Please email us your concerns so we can take the time to digest information. If it is deemed crucial, please call us.
6. Why are choreography sessions broken up?
 - a. Since our staff is filled with choreographers, we will start slowly creating and playing with choreography from day one. Our routines will not be solidified until choreography dates are complete. It is a slow process that is fine tuned.



FAQs Continued

7. If Virtus Athletics has a Mini Team, where would they go on the schedule?
 - a. A Mini team will go into the Team 1 spot and not have a Sunday practice.
8. What if my athlete wants to do school cheerleading?
 - a. We love when athletes partake in school sports and encourage it. Missing practice for these events is allowed if using a vacation day and aligns with our Attendance Policy.
9. Will all teams watch each Virtus Athletics team compete?
 - a. Depending upon our competition schedule, athletes could be asked/expected to arrive early or stay late to watch another Virtus Athletics team compete.
10. What do athletes wear for awards?
 - a. Athletes must be competition ready for awards.
11. Why does Virtus Athletics rent uniforms?
 - a. We rent uniforms to lower the annual expense.
12. Where can we post/share our routine?
 - a. No one associated with Virtus Athletics is allowed to post or share our routine.
13. What to do if something is lost at Virtus Athletics?
 - a. Virtus Athletics is not responsible for any personal items that may go missing. Leave personal items at home and only bring practice/class essentials.



Guardian/Athlete Contract

By signing this document I show that I
have read and understand the
Virtus Athletics Guardian/ Athlete
Handbook for 2026 - 2027.

I agree to adhere to all of the Virtus Athletics
Guardian/ Athlete Handbook for 2026 - 2027 and
will make sure that my athlete(s) will follow all the
rules, guidelines and requirements.

I understand that there is a financial commitment
that comes with signing this agreement and
understand that if I do not submit payment in time,
my athlete will be removed.

Athlete Name	Athlete Signature	Date
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Guardian Name	Guardian Signature	Date
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