



## The Cheerleading Market

Active Marketing Group gives you a boost with cheerleaders.

This document has been designed to provide you with:

- Background information on the industry
- An understanding of why these consumers are important
- Programs & Promotions that can help you reach them

This year more than 3.3 million Americans will participate in cheerleading, and 1.3 million of these enthusiasts will cheer more than 60 days. Spirit sports have become much more than pom-poms and sideline cheers, and they attract young, passionate, committed athletes who are influencers among their peers.

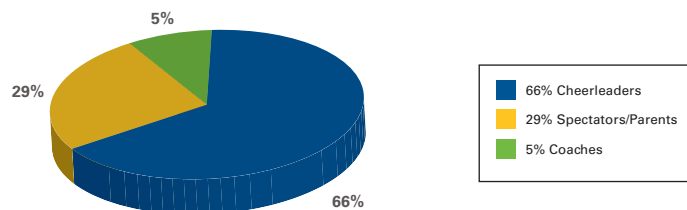
Cheerleading has evolved over the past twenty years from being an activity where members were selected largely based on their popularity to a sport that now claims some of the most talented athletes in school. It is a high-intensity sport that requires strength, grace, and agility to perform complex maneuvers that challenge the limits of the human body. These energetic athletes train throughout the year, and enthusiasm for the sport is at an all-time high. Increases in traditional sideline cheerleading are reflected in organizations like Pop Warner Football, which has seen 20% growth in cheer participation since 2000. Pop Warner now has 5,400 cheer and dance squads, which account for 45% of total participation within the organization. Competitive or "All-Star Cheerleading" has also experienced tremendous growth since the mid '90s, as there are now close to 1.5 million participants competing on over 5,000 teams nationwide.

Advertisers look to cheerleading as an effective way to reach enthusiastic, dedicated, and influential girls, especially within the 7 to 17 age range. Cheerleaders are considered role models, leaders, and trend setters among their school peers and local community. They are goal-oriented, achieve academic success, and are typically interested in enhancing their physical appearance. As such, cheerleaders are an ideal group for marketers to target within the youth segment. By partnering with Active, companies can gain access to cheerleading participants and activate marketing programs that harness the influence of these trendsetters.

**"We take two weeks off a year. This is her life."**  
-Mother of a 14-year-old cheerleader

Cheer competitions typically include 3,000 to 4,000 participants and 1,500 spectators. National championships draw as many as 16,000 total attendees.

Snapshot of Involvement at a Typical Cheerleading Competition





## Cheerleading Facts and Figures

### Why Cheerleaders are Attractive to Marketers

**83% of cheerleaders carry at least a "B" average in school, and the same percentage are leaders in local student organizations.**

With 40% of all cheerleaders participating more than 60 days per year, the sport has one of the highest rates of frequent participation. Because cheerleading has a role in many team sports, in addition to cheer-specific competitions, participation requires year-round dedication. Teamwork within cheerleading is critical, and the high-energy athletes that the sport attracts typically create an extremely strong bond with each other.

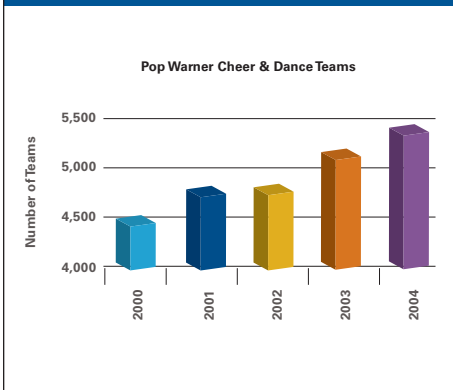
This attitude and spirit is carried into their school and home lives. Cheerleaders are actively involved in local student organizations, they make good grades, and 97% plan on attending college. Despite the large commitment to cheering, 70% of cheerleaders play a second sport.

Cheerleading is also an expensive pursuit. Accounting for competition uniforms, practice clothes, warm-up jackets, personalized duffel bags, summer camps, tumbling classes, squad practices with professional cheerleading programs, and choreography fees, the total cost for cheer families can range between \$2,500 and \$10,000 per year. Participation on a school team as well as a competitive All-Star squad can easily double the expenses.

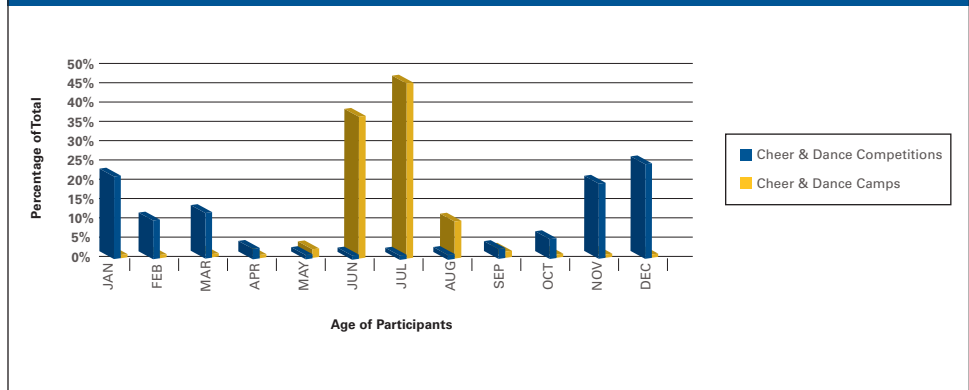
**75% of cheerleaders consider it important to keep up with the latest trends.**

32% of cheerleaders come from households that earn more than \$75K per year, compared to the national average of 21%. Cheerleaders have a large influence on the spending habits of their families, especially in terms of clothing, health and beauty products, food, and travel. Physical appearances are important to cheerleaders, and nearly half consider themselves a source of "what's cool."

**Trends in Pop Warner Cheer Participation**



**General Seasonality of Cheer and Dance Participation**

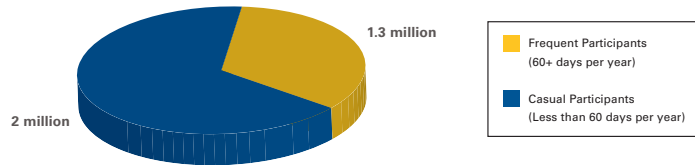


## Cheerleaders Facts and Figures

**Competitive cheer squads typically enter 6 to 7 competitions per year.**

There are 3.3 million cheerleaders in the U.S., and 1.3 million are frequent participants who cheer more than 60 days per year.

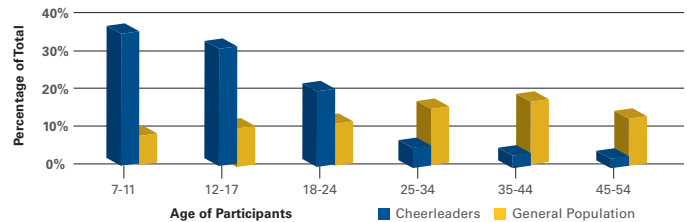
Cheerleading Participation in the U.S.



**Cheer squads typically have between 5 to 35 athletes.**

68% of all cheerleaders are between the ages of 7 to 17, and the average cheer participant is 13 years old.

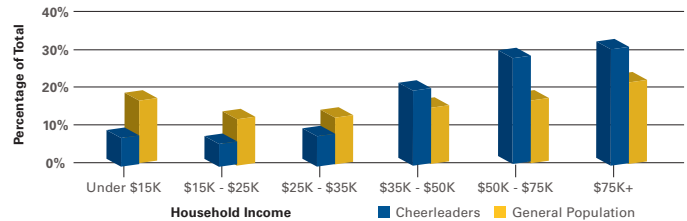
Cheerleading Participation by Age



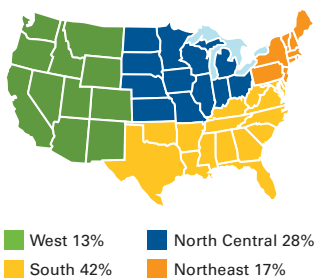
**In addition to the number of cheerleaders, there are two million dance team members.**

Total annual costs for competitive cheer participants range from \$2,500 up to \$10,000.

HHI of Cheerleaders vs. U.S. Population

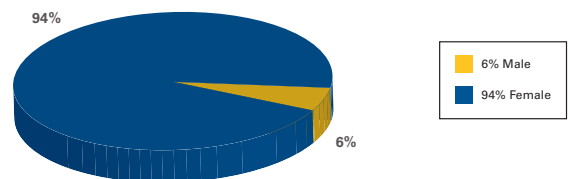


Cheerleading Participants by Region as a percentage of total participants



Cheerleading is an effective vehicle for marketers targeting young, active, and influential females.

Cheerleading Participation by Gender





## Connecting with Cheerleaders

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers

Active Marketing Group is the only marketing and promotions agency that reaches and interacts with thousands of cheerleaders on a daily basis. We know how they prepare, where and when they compete; we can reach them during practice, at competitions and in the off-season. As part of The Active Network, Active Marketing Group has direct access to over 500 cheer event directors and 50,000 cheer participants that can be activated through offline, peer-to-peer and direct marketing programs. In addition, we have access to tens of thousands of cheer teams and coaches that can be reached online. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

### Our Success Stories

Over the years we've activated integrated marketing programs for leading brands targeting cheerleaders, including:



### Strategic Industry Partners



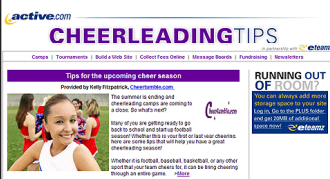
### The Active Network



### Cheerleading Tips Newsletter

Cheerleading "Tips and Drills" sent monthly with articles featuring best practices, the latest techniques, strategies, and ways to win.

- 25,000 subscribers
- opt-in subscription process



### Reaching Cheerleaders Online

The Active Network websites attract cheerleaders from around the country. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are researching connecting with their team, registering for competitions or searching for training tips.

#### Active Network Advertising Opportunities

- Standard IAB Units including Rich Media
- Newsletter Communications
- Promotional Emails
- Annual Cheerleading Editorial Features
- National Cheerleading Championships (December)

#### Active Network Sites That Reach Team Athletes

- 85 Million Monthly Page Views
- 2 Million Monthly Unique Visitors
- 4.2 Million Registered Users
- 3 Million Opt-in Email Addresses
- 2 Million Teams

### Reaching Cheerleaders Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of events across the country make it possible to develop integrated programs that have a fresh, measurable impact.

#### Sampling & Promotions

- 500 Cheer Event Partners
- Capacity to Distribute over 500,000 Samples
- Geographic and Gender Targeting

#### Event & Sponsorship Activation

- Sponsorship Negotiation
- Staffing & Turnkey Event Management
- National Promotional/Activation Platforms

#### Grassroots & Peer-to-Peer Marketing

- Sponsored Ambassador Teams
- Sports Specialty/Retail Programs
- Club Seminars/Promotions

#### Research & Consulting Services

- Online Research Studies
- Focus Group Recruiting
- Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies in 2004, 2005 and 2006.