

The Ultimate Guide to Successful Semi Pro Spirit Teams

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The Ultimate Guide to...

SUCCESSFUL SEMI PRO SPIRIT TEAMS



Featuring Articles by Current
Semi Pro Team Owners &
Coaches

Chapter Six:

What They Are and What They Aren't

By Brad Lyon

Let us make this clear really quickly. Professional cheer and dance teams are NOT sideline cheerleaders with stunting. Think back to every professional sports game you have ever watched... have you ever

The NFL Baltimore Ravens Cheerleaders are currently the only co-ed professional sports cheerleading team who perform traditional style cheers and stunts.

seen a group of pro cheerleaders dressed in cheerleading shells doing stunts and yelling out response cheers? There are very few who do this. Why is that? Because professional cheer and dance teams are not usually about sideline crowd response. So if you are looking to start a cheerleading team for a sports organization on the semi-pro or minor league level so you can return to your high school cheerleading days, please don't. That is what adult all-star cheerleading teams are for.

Pro and semi-pro cheerleaders are also a great way to bring in more female fans to games. They give females of all ages someone to look up to and want to be like. So while their uniforms are usually designed to showcase their figures, their performances have to be appropriate for all ages of viewers. Their off-the-field images should be more wholesome too so that younger fans can feel comfortable around them as well.

Pro cheer and dance teams are promotional squads first and foremost! Their job is to do just that, promote the team they represent and thus help brand the team name and fill in seats at the stadium. To put it bluntly, their primary role is to be used as a sex appeal symbol to help garner more male interest and give female fans someone to look up to. These are your top goals, and do not think for an instant that professional sports team on any level pay out the money to run a cheer or dance team for the love of the sport.

They do it because they weigh the cost factor of running the team versus the potential for increased revenue by featuring their cheerleaders.

This is often one of the most difficult concepts for athletes interested in continuing their cheerleading, dance, or poms careers after high school or college to understand. Often times, they will audition for such a team with the idea that this is the same “sport” they once knew. However, on this level you are more a promotional tool than an athlete. Now, this is not to discredit the work that is put into their performances and routines, they do perform at

games and work hard to put together a well-choreographed program. The bottom line is this; your job is to create more interest in the team you represent than for you to win a mythical Pro Cheerleading championship.

Once you have got past those misconceptions of what “spirit teams” are on this level, then you can begin enjoying yourself. While on a pro cheerleading team, you get to experience a number of different opportunities. Not only do you get to perform in front of a crowd, but you will also get to be involved in a number of other adventures. A well-run pro cheerleading team will have their ladies booked at a large number of public events throughout their market. Some of these events range from grand opening appearances, autograph signings, being the guests of honor at

different functions, and hosting public and private events, to countless other promotions you will be tied into. You will learn over a period of time that it is a true privilege to be part of such a team, and people all

Even after no longer cheering, pro and semi-pro cheerleaders usually enjoy many benefits because of their former cheering days. The experience looks great on any resume because it shows that the woman can handle being in the spotlight, performing under stress, and is image conscious. Pro and semi-pro cheerleading also builds many positive job skills that become a huge benefit in other careers, such as speaking skills to large groups, overall confidence, and good communication skills in formal settings.

over will become familiar with you and fans of you. It is an opportunity not to be passed up for those who love attention and the spotlight.

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