PROVEN WAYS TO BOOST REVENUE AT YOUR CHEER GYM

Put the Space, Staff & Equipment You Already Have to Work

A Cheer Business Pro Guide

INTRODUCTION

If you're running an all star cheerleading gym, chances are you're constantly looking for new ways to bring in revenue, keep your athletes engaged, and fill those awkward schedule gaps. But between competitions, team practices, and staff management, finding time to plan something new can feel overwhelming.

That's where this guide from **Cheer Business Pro** comes in.

This ebook is built from over two decades of experience running successful cheer gyms. It's designed to give you real, actionable ideas that you can implement quickly without needing to reinvent the wheel. From one-day camps and themed clinics to preschool classes and mobile programs, the goal is simple:

Help you increase your gym's income without increasing your stress.

Inside, you'll find programs that have been tested, refined, and proven to work, not just in theory, but in real cheer gyms. You'll also get insight on how to bring these ideas to life using tools, materials, equipment, and staff you likely already have.

And that is important.

You probably already have most of what you need.

You have the facility.

You have equipment.

You have staff.

You have families already walking through your doors.

What you may not have is the time to sit down and create an entire camp, clinic, party, or special event from scratch.

Cheer Business Pro resources are designed to help with that part. Our lesson plans and Game Books use supplies and equipment commonly found in cheer gyms whenever possible. Instead

of purchasing a large amount of specialty equipment for one event, you can use the equipment you already own in new ways.

Whether you're just starting out or looking to refresh your offerings, this book will give you the spark you need to launch something great.

Use what you already have in NEW ways to create NEW revenue.

Let's get into it.

SECTION 1: ONE-DAY MONEY MAKERS

Mini Camps and Clinics are excellent one-day income boosters. They are quick to plan, easy to run, and give part-time staff the opportunity to earn more.

Most importantly, they serve current clients and attract new ones.

Many of these events can double as fundraisers, a great way to get your teams involved and bring down staffing costs.

Cheer Camps

Cheer Camps are popular for ages 6–10. Athletes learn cheers, dances, jumps, and motions.

You can add tumbling and stunting for a full-day camp if you have qualified staff. Include themed games and crafts to round out the day.

A Cheer Camp can also introduce recreational athletes to your gym, coaches, classes, and cheer programs.

NERF Battles

Turn your cheer gym into a NERF Battle arena!

Mats, wedges, barrels, panel mats, cones, and other equipment already in your facility can become barriers, bases, obstacle areas, and battle zones.

Instead of simply offering free play, organize the event with games, challenges, missions, and team battles.

NERF Battles can be used as one-day camps, evening events, Parents' Night Out activities, team fundraisers, or special events.

Once you have your basic NERF supplies, they can be used again and again.

One investment can create multiple revenue opportunities.

Birthday Parties

Your gym can make money on the weekends even when teams aren't practicing.

Birthday parties are a great way to use open weekend hours and introduce new families to your facility.

Offer themed parties such as Cheer, NERF, SuperHero, Tumbling, Obstacle Course, or other themes that work well in your facility.

Your gym doesn't have to become a full-service party venue. Families can provide cake, food, decorations, and other party extras while you provide the organized activities and FUN.

A great party script also makes the experience easier for your staff. Your coach knows what activity comes next, what to say, and how to keep the party moving.

And don't overlook the marketing value.

A birthday child may already be your customer, but many of their guests may be walking into your gym for the very first time.

Holiday Camps

Holiday Camps during school breaks are a huge hit with working parents.

Whether it’s MLK Jr. Day, Presidents’ Day, Spring Break, or Winter Break, these camps give parents a safe place for their kids to go while having fun learning new skills.

You can format these as instructional camps, such as tumbling, cheer, or dance, or as camps that combine structured activities, themed games, open gym, crafts, and play.

Holiday Camps are popular for ages 5–10.

Have campers bring their own lunch, snacks, and water bottle for longer camps. This helps keep your expenses down while still providing families with a full-day option.

Mock Tryout Prep Clinics

Mock Tryout Prep Clinics are perfect in the weeks leading up to local middle and high school cheer tryouts.

Focus on jumps, motions, projection, and overall spirit.

Teach campers a short sideline, cheer, and dance. Run mock tryouts with judges and send kids home with feedback sheets.

These clinics can also introduce athletes to other services your gym offers, such as tumbling, jump technique, and school cheer tryout preparation.

Standing Back Handspring & Standing Tuck Clinics

Standing Back Handspring and Standing Tuck Clinics are always in demand.

These clinics help athletes master key skills with focused drills and corrections.

Offer them year-round, but especially leading into school tryouts.

You can also notify local dance studios. Their dancers often need tumbling instruction too.

Stunt Clinics

Stunt Clinics are ideal for school and rec teams.

You can host a private clinic for one school or invite multiple teams.

One clinic brought in **90 kids for a three-hour event.**

Include games and theme elements to keep it fun while still providing focused instruction.

Open Gym

Open Gym is a low-staff, high-reward option.

Divide your gym into sections: one for play and one for skill work.

This gives kids a chance to burn energy or work on goals, all while keeping your space active.

Consider different versions of Open Gym for different audiences, such as recreational play, tumbling-focused Open Gym, or special themed nights.

SECTION 2: WEEK-LONG CAMPS

Week-long camps during summer and extended school breaks can be a game-changer.

You can offer just one or two each season or fill every available week.

These camps:

- Provide reliable summer income
- Create job opportunities for students and part-time staff
- Give athletes fun, structured routines during school breaks
- Offer a taste of your gym's culture to new families

Camps can include cheer, tumbling, dance, obstacle courses, arts and crafts, and more.

Themed weeks make them even more exciting.

And themes don't have to be expensive.

A cone can become part of a race course.

A bean bag can become a snowball, pumpkin, piece of treasure, or almost anything else your theme needs.

A hoop can become an Olympic ring.

A panel mat can become part of an obstacle course.

Use the equipment already sitting in your gym and change the **story** around it.

Campers can bring their own lunch, snacks, and water bottle, which eliminates another major expense.

Optional add-ons such as t-shirts, concessions, extended care, or spirit items can increase value and profit.

SECTION 3: DAYTIME PROGRAMS

Many gyms overlook weekday mornings and early afternoons. But these are great windows to run programs for preschool-aged children and homeschoolers.

Think about what happens in your facility during those hours.

If your floor is sitting empty, you're already paying for space that isn't producing revenue.

Preschool Classes

Preschool Classes, such as tumbling, cheer, dance, etc., should be staffed by patient instructors who understand this age group.

It is important to choose the right type of teacher for this age group. It may be helpful to seek teachers who are patient and skilled at working with preschool-aged children rather than individuals who simply have a high level of cheerleading, gymnastics, etc. experience.

A 6:1 student-to-staff ratio helps keep things structured and safe.

Add props and visuals to boost engagement.

Mommy & Me Classes

Mommy & Me Classes are a bonding experience for parents and their toddlers.

The instructor leads while parents assist their kids.

These can be tumbling-focused or fitness-based.

Preschool Tumbling

Preschool Tumbling introduces kids to gross motor skills like rolls, jumps, and balancing in a fun, creative way.

Combine tumbling with skills that support physical and mental development.

The goal is to build coordination, balance, agility, strength, body control, and a strong physical foundation while making the class FUN.

Preschool Cheerleading

Preschool Cheerleading is a fun way to introduce motions, jumps, and voice projection.

Provide pom-poms or sell them in your pro shop.

Focus on building coordination, confidence, and enthusiasm.

Remember that preschool cheer should feel like a **preschool class**, not simply a shortened version of a class for older cheerleaders.

Yoga and Karate

Yoga and Karate for preschoolers should be gentle and led by instructors with a calm approach.

Both help kids develop focus, balance, and strength.

You don't necessarily have to already employ someone qualified to teach these programs. Look at instructors in your community who may be interested in using your facility during hours when it would otherwise be empty.

Preschool Mini-Camps

Preschool Mini-Camps are half- or full-day events packed with theme-based fun, simple tumbling, group games, crafts, and movement-based learning.

These can also introduce preschool families to your regular weekly class offerings.

Pre-K Mobile Programs

Pre-K Mobile Programs bring your classes to local daycares.

These can be cheer, baton, hula hoop, superhero classes, or a rotation of different class styles.

Sessions can run the whole school year or in short blocks.

Instead of waiting for preschool families to find your gym:

Take your program to them.

Mobile programs can create an entirely new revenue stream without taking up additional prime-time gym hours.

SECTION 4: HOMESCHOOL & BOYS PROGRAMS

Homeschool Groups

Homeschool Groups are often looking for structured physical education and peer interaction.

Offer discounted daytime classes, and they'll often help promote your gym in their networks.

Ideas include:

- Tumbling Class/Camp
- Cheerleading Fundamentals Class
- Ninja Obstacle Class/Camps
- Open Gym Play

These programs also make use of your facility during hours when most school-aged athletes aren't available.

Boys Classes

Boys Classes can thrive with the right branding.

Ideas include:

- Superhero Training
- Ninja Obstacle Classes
- Sports Skills Classes
- Boot Camp
- NERF Battle Camp

Make sure to have a male coach lead these when possible.

Boys-only classes help them feel comfortable and excited to train while also opening your gym to a customer base you may not currently be serving.

SECTION 5: FITNESS ADD-ONS

Your gym space can also host fitness classes for parents.

Rent out space to local instructors, or run your own Mommy & Me fitness options:

- **Mommy Fit:** Cardio, strength, and core work
- **Mommy Boot Camp:** Circuit training with child involvement
- **Stroller Boot Camp:** Great for outdoor warm months
- **Mommy Core & More:** Focus on abs and glutes
- **Prenatal Fitness:** For expecting and new moms
- **Mimi & Me:** Low-impact fitness for grandparents

You don't have to personally teach every program offered inside your facility.

A qualified instructor may already have the knowledge and clientele but need a place to teach.

You have the space.

That space has value even when your cheer program isn't using it.

SECTION 6: THEMES MAKE IT BETTER

Kids LOVE themes.

They help structure your activities, make marketing easier, and increase registration.

Popular Ideas

Pop Culture: Swiftie Dance, Mario Obstacle Course

Seasonal: Aloha Summer, Frozen Adventures, Blizzard Bash

Creative: Time Travelers, Flip Like Frosty, Pirate Day

Dress-Up Days: Pajama Day, Superhero Day

Weekly or Monthly Themed Days like **Wacky Wednesday** or **Fun Friday** keep kids engaged and coming back.

PRO TIP: REUSE WHAT WORKS

Reuse your most successful themes with new names.

Example:

Beach Ball Blast → Heatwave Hangout

Change some of the games, update the marketing, add a new challenge, and suddenly an event you've already successfully run feels new again.

THEMING DOESN'T HAVE TO MEAN SPENDING

Before purchasing a bunch of theme-specific supplies, look around your gym.

You probably already have much of what you need.

Cones, hoops, bean bags, mats, floor spots, pool noodles, blocks, balls, parachutes, and other everyday supplies can take on completely different roles depending on your theme.

Kids bring the imagination. You provide the experience.

This is also how Cheer Business Pro themed Game Books are designed. Whenever possible, activities use equipment and supplies commonly found in cheer gyms.

SECTION 7: PRICING & PROFIT

Price for Profit

Don’t just charge hourly. Think in terms of value.

Before setting your registration price, know what the program will actually cost your gym.

Because you already have the facility and much of the equipment, launching a new camp or event may cost considerably less than you think.

Typical expenses may include:

Payroll + Cheer Business Pro Lesson Plan/Game Book + Additional Supplies + Marketing + Registration Fees + Optional Extras

And your planning resource doesn't need to be a huge investment.

Cheer Business Pro complete Game Books and lesson-plan resources are priced well under $200. Once purchased, you can keep and reuse the resource for future events according to the included usage terms.

Run it. Learn from it. Improve it. Run it again.

EDITABLE EVENT EXPENSE WORKSHEET

EXPENSE	ESTIMATED	ACTUAL
Staff Payroll	$_____	$_____
Cheer Business Pro Lesson Plan/Game Book (used year after year)	$_____	$_____
Additional Supplies	$_____	$_____
Marketing/Printing	$_____	$_____
Merchant/Registration Fees	$_____	$_____
Optional Shirts/Extras	$_____	$_____
Other	$_____	$_____
TOTAL EXPENSES	**$_____**	**$_____**

You don't automatically need to budget for meals and snacks. For camps, participants can bring lunch, snacks, and a water bottle from home.

EDITABLE EVENT REVENUE WORKSHEET

REVENUE	AMOUNT
Registration Price Per Athlete	$_____
Expected Number of Athletes	_____
Expected Registration Revenue	**$_____**
Extended Care Revenue	$_____
Concessions/Optional Add-Ons	$_____
Other Revenue	$_____
TOTAL EXPECTED REVENUE	**$_____**
Minus Total Expenses	**-$_____**
EXPECTED PROFIT	**$_____**

KNOW YOUR BREAK-EVEN POINT

Let's say your estimated expenses for a one-day event are:

Payroll: $250
Cheer Business Pro Resource: $79.99
Additional Supplies: $40

Marketing/Printing: $20
Other: $30

Total Estimated Expenses: $419.99

If registration is **$75 per athlete:**

6 athletes = $450 gross revenue
10 athletes = $750 gross revenue
15 athletes = $1,125 gross revenue
20 athletes = $1,500 gross revenue

The same Cheer Business Pro resource can then be used again for another applicable event according to its usage terms, so that planning cost does not necessarily repeat each time you offer the program.

The important question isn't simply:

"How much should we charge?"

It is:

"What does this event need to produce for our gym?"

SECTION 8: MARKETING & PROMOTION

Marketing Tips

- Start 6 months early. Add the event to your website/calendar.
- Use social media countdowns and sneak peeks.
- Set up an Event on Facebook.
- Post videos or pics from past events.
- If this is your first event, use athletes in your gym for mock pictures and/or video to use for your ads.
- Create urgency with "limited spots" messaging when spots truly are limited.
- Offer referral perks and "bring a friend" discounts.
- Spotlight your staff to build parent trust.
- Email your current customer list.
- Promote inside your gym with lobby signs, flyers, QR codes, and coach reminders.

SELL THE EXPERIENCE

Parents don't need to see your entire lesson plan.

They need to understand why their child is going to want to attend.

Don't only tell them:

Holiday Camp | 8:00–4:00 | Ages 5–10

Tell them about the fun.

Show the theme.

Show kids participating.

Show the games.

Show the experience.

Your lesson plan runs the event. Your marketing sells the experience.

SECTION 9: PLANNING TIMELINE

6–12 Months Out

Pick dates, themes, and pricing. Add the event to your website and calendar.

4 Months Out

Set it up in your enrollment system and open registration.

2–3 Months Out

Refresh marketing. Send emails. Increase social promotion.

1 Month Out

Post flyers and lobby ads. Assign staff. Review registration numbers.

1 Week Out

Complete final prep. Print name tags and rosters. Confirm supplies. Give staff the lesson plan.

Day Before

Set up stations when possible and review lesson plans with staff.

After the Event

Don't skip this step.

Record your registration numbers, revenue, expenses, profit, staffing, customer feedback, and anything you would change.

If the event worked:

PUT IT ON NEXT YEAR'S CALENDAR.

SECTION 10: REPEAT WHAT MAKES MONEY

You do not need to create a brand-new program every month.

Keep track of what works.

EDITABLE EVENT PERFORMANCE TRACKER

EVENT	REGISTRATIONS	REVENUE	EXPENSES	PROFIT	REPEAT?
_____	_____	$_____	$_____	$_____	_____
_____	_____	$_____	$_____	$_____	_____
_____	_____	$_____	$_____	$_____	_____
_____	_____	$_____	$_____	$_____	_____

Over time, you're building more than a calendar of events.

You're building a library of revenue-producing programs.

SECTION 11: YOU DON'T HAVE TO PLAN IT ALL YOURSELF

This is where **Cheer Business Pro** comes in.

Maybe you read this guide and think:

We should run a Holiday Camp.

We could absolutely do a NERF Battle.

Why aren't we offering birthday parties?

We need more clinics.

That's exactly the reaction I want you to have.

But I don't want the next thought to be:

"Now I have to create the whole thing."

Cheer Business Pro is being built to help take care of the planning side.

You'll find resources such as:

Themed Camp Game Books for every season

Complete editable lesson plans

Themed Birthday Party Coach Scripts

Games and activities

Special-event resources

Preschool program resources

Tumbling and class activities

Team activities

And more

The lesson plans and Game Books are intentionally designed around equipment and supplies commonly found in cheer gyms whenever possible.

That means less shopping.

Less planning.

Less time trying to figure out what the kids are going to do next.

Open the plan. Make it fit your facility. Gather your supplies. Train your staff. Run your event.

WANT NEW IDEAS THROUGHOUT THE YEAR?

CHEER BUSINESS PRO RESOURCE VAULT

For gyms that want fresh activities and resources throughout the year, the Cheer Business Pro Resource Vault provides access to a growing collection of supplemental materials.

3+ new resources added every month.

The Resource Vault doesn't replace your complete Camp Game Books, Birthday Party Scripts, or other premium programs.

Instead, it gives you **new material that isn't already included in those products** and helps you continue building your gym's resource library.

One membership.

Fresh ideas throughout the year.

CLOSING THOUGHTS

You already have the space. You already have the staff. And you've got a community full of kids looking for something exciting to do.

What you may be missing is just a little inspiration and a game plan.

These programs aren't just for padding your income. They're for building community, creating memories, and giving your athletes something to look forward to.

Every event, every camp, and every class is a chance to welcome new families, strengthen relationships with current ones, and make your gym the go-to spot for fun, movement, and growth.

And increasing revenue doesn't necessarily mean adding more square footage, buying thousands of dollars in equipment, or creating an entirely new division of your business.

Sometimes you simply need to make what you already have work harder.

That empty Saturday?

Run a camp.

That open Friday night?

Host a NERF Battle or Open Gym.

Those unused weekend hours?

Book birthday parties.

School is out?

Open camp registration.

Quiet weekday mornings?

Build preschool and homeschool programs.

Athletes preparing for tryouts?

Run clinics.

And when you're ready to take the next step, Cheer Business Pro can take the guesswork out of the lesson planning.

The ideas are here.

The space is already yours.

Your next revenue-producing program could be one open date on your calendar away.

READY TO TURN THESE IDEAS INTO REVENUE?

You've got the space. You've got the staff. You've got the equipment.

Now you've got the ideas.

Cheer Business Pro can help you put them into action.

Skip the hours spent searching for activities, creating schedules, and building lesson plans from scratch. Our ready-to-use resources are designed specifically for cheer gyms and use equipment and supplies you likely already have.

From **seasonal Camp Game Books and Birthday Party Scripts to special events, activities, preschool programs and more**, the planning is already done for you.

Pick your program. Open registration. Start generating revenue.

You run the program. We help you plan it.

www.cheerbusinesspro.com Facebook: Cheer Business Pro

Niressa Arwood
CHEER BUSINESS PRO