

Liebe Mitgliedsvereine, Sportlerinnen und Sportler,
die öffentliche Reputation des Cheer-Sports ist aufgrund seiner verschiedenen Stilrichtungen (Cheerleading, Performance Cheer, Pro-Style-Teams), seiner Historie ("unterstützendes Beiwerk") und auch den sportspezifischen Uniformen sehr unterschiedlich. Im Bewusstsein dieser Herausforderungen und mit dem Ziel einer Imageklärung des Cheer-Sports sind ein sportlich professionelles Erscheinungsbild und ein familiengerechtes Auftreten für die weitere Entwicklung unseres jungen Sports von essentieller Bedeutung. → [FAQs Image-Richtlinie](#)
Aus diesem Grund empfiehlt der CCVD in Anlehnung an den Weltverband folgende Image-Richtlinie sowohl für Wettkämpfe als auch für Showauftritte:

1. **CHOREOGRAPHIE & MUSIC**

All facets of a performance/routine, including both choreography and music selection, should be appropriate and suitable for family viewing and listening. Examples of inappropriate choreography may include, but are not limited to, movements such as hip thrusting and inappropriate touching, gestures, hand/arm movements and signals, slapping, positioning of body parts and positioning to one another. Music or words unsuitable for family listening, which includes, but is not limited, to swearwords and connotations of any type of sexual act or behavior, drugs, explicit mention of specific parts of the body torso, and/or violent acts or behavior are other examples of inappropriate choreography. Removing improper language or words from a song and replacing with sound effects or other words may still constitute 'inappropriate.

2. **MAKEUP**

If worn, makeup should be uniform and appropriate for both the performance and the age of the athletes utilizing neutral colors for eyes and skin.

3. **HAIR**

Hair must be secured off of the face with a simple and unexaggerated style that is adaptable to all diversities.

4. **BOWS**

If bows or hair accessories are worn they should not a focal point of attention, and should be worn set to the back of the head (not in front or on top)

5. **APPROPRIATE UNIFORM**

GENERAL UNIFORM GUIDELINES

Uniforms should be functional and athletic. This is extremely important for the image of our athletes and our position as a recognized sport. No risqué, sexually provocative or lingerie looking inspired uniform or garments are allowed. All uniform pieces should adequately cover an athlete and must be secured to eliminate any possible wardrobe malfunction. Appropriate undergarments must be worn. In addition to the below specific guidelines, coaches must also consider that a combination of uniform pieces may also deem a uniform appropriate or inappropriate. ALL garments must properly cover the athlete and the athlete's undergarments during the routine.

UNIFORM SKIRT/SHORTS GUIDELINES

When a skirt is worn as part of the uniform, briefs under the skirt are required. The skirt must fully cover the hips. The skirt must completely cover the briefs and must fall at least 1 inch below briefs (regular and boy cut briefs). When shorts are worn as part of the uniform, there must be a minimum of a 2" inseam.

UNIFORM TOP GUIDELINES

Uniform tops may not include an exposed midriff (including crop tops) except when worn by Senior athletes
Uniform tops must be secured by straps or material over at least one shoulder or around the neck (tube tops are not allowed). Senior athletes with non-full top uniforms must wear a t-shirt or other suitable cover up over their uniforms unless they are in the warm-up area, traveling as a group directly to or from the warm up area, or on the performance stage.

6. **SOCIAL MEDIA**

Please keep official social media focused on athleticism, pride, and the experience of the competition.