





# 2024

Parent Information  
Packet



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## EMPOWER FIELD AT MILE HIGH

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# Welcome!

The Junior Denver Broncos Cheerleaders (JDBC) program provides an enriching experience focused on self-esteem, pride, commitment, and fun for young Broncos fans ages 6 to 12. Offering a rare and special opportunity, JDBC prepares youth to perform choreography in front of large crowds at various events in the Denver Metro area including possible gameday performances at Empower Field at Mile High. Junior Cheerleaders participate in monthly clinics taught by the Denver Broncos Cheerleaders and occasionally attend charitable and community appearances with the organization. JDBC is tailored to children of all ability levels, including youth with years of experience or those who are just being exposed to cheerleading and dance.

*For more information, please visit [www.denverbroncos.com/jdbc](http://www.denverbroncos.com/jdbc).*

## ☆ New This Year! ☆

We are excited to offer squad groupings based on age to better cater programming and instruction. For example, all 6 year old JDBC's will be in squads together.

All JDBC's aged 6-8 years old will participate in programming and instruction in the same time block while JDBC's aged 9-12 will participate at a different time of day. This will allow for more specialized and age-appropriate activities and choreography.







# FEES & Registration



## FEES

Online Registration Fee & 2024 Practice Uniform (\$100)  
Uniform Fee (Approx. \$210 plus taxes)

Tuition (\$400): JDBC tuition can be paid in full at In-Person Uniform Fittings or can be paid in \$50 installments throughout the season, beginning June 1, 2024. Tuition covers eight months of instruction.



## ONLINE REGISTRATION

Registration for the 2024 season will begin in Spring 2024. To be considered for the program, you must either be a current Denver Broncos Junior Cheerleader (JDBC) or be invited into the program from our waitlist. **All prospective Junior Cheerleaders must be between the ages of 6-12 as of June 1, 2024.**



## IN-PERSON UNIFORM FITTINGS

At the time of online registration, you will sign up for a uniform fitting. Uniform fittings will take place at Empower Field at Mile High inside of the Cheerleader Locker Room.







# PERFORMANCE Uniforms



**The JDBC Uniform will change every two years. The current uniform will be used for the 2024 & 2025 Seasons:**



- Navy Blue & White Shell
- Navy Blue Skirt
- Orange Briefs
- Orange Bodysuit
- Set of Poms
- White Tennis Shoes – Not provided by JDBC

**WE ARE EXCITED TO DEBUT A REFRESHED UNIFORM FOR THE 2024 SEASON!**

*Back by popular demand, the uniform will maintain a traditional cheer look while finding a way to add some additional JDBC sparkle.*



#### FABRICS/EMBELLISHMENTS

-  124 ORANGE DRYTECH
-  116 NAVY DRYTECH
-  180 WHITE DRYTECH
-  464 MANGO CRYSTALS



**UNIFORM PAYMENT WILL BE DUE AT IN-PERSON UNIFORM FITTINGS**





# Program

# STRUCTURE



## SQUAD & INSTRUCTORS

- You will be assigned a session based on your Junior Cheerleader's birthdate. **Sessions will be determined based on age as of June 1, 2024.**
  - 6-8 years old
  - 9-12 years old
- Within these age groups, Junior Cheerleaders will be divided into smaller squads of approximately 20-25 children based on age.
- Each squad will be led by the same Denver Broncos Cheerleader (DBC) Instructor for the entire season and be assigned a Squad Number.
- Sessions will be led by Head Instructors, who are alumni of the Denver Broncos Cheerleaders (DBC) program.

## SQUAD PARENTS

- Along with a DBC Instructor, each Squad will have:
  - (1) Head Squad Parent
    - Attends ALL Clinic and Performance Days
    - Communicates with the JDBC Program Manager
    - Answers Parent Questions
    - Manages Communication for your Squad
    - Checks JDBC's In/Out at Every Event
  - (1) Assistant Squad Parent
    - Supports On-Site at **ALL** Clinic and Performance Days
- The 2024 Online Squad Parent Application will be available at the time of In-Person Uniform Fittings
  - All selected Squad Parents are background checked for the safety of the children in our program and are required to join a Virtual Training before the first Clinic.

## SCHEDULE

- The JDBC schedule runs from June 2024 through January 2025.
- The season will culminate in an end-of-season Friends & Family Show, which will take place in January 2025.
- Due to the May release of the NFL schedule, the full JDBC schedule will not be available until after In-Person Uniform Fittings.

## COMMUNICATION

- Newsletters
  - All JDBC Communication is done via Regular Newsletters delivered via email.
  - If you are not receiving emails from JDBC, it is your responsibility to make sure your email address is up-to-date in our database.
- SMS Messaging
  - We have implemented a system to receive reminder text messages and newsletters delivered straight to your cell phone!
- ZenPlanner
  - We utilize ZenPlanner for membership management and payments.
  - On this platform, you will be able to pay an outstanding balance on your account, manage your method of payment, and purchase additional merchandise or community performance tickets throughout the year.



## GUIDELINES & RULES

- The safety of our Junior Cheerleaders is always our number one priority. JDBC members must be signed in AND out at each event by a parent or guardian.
- We encourage Clinics to be a parent and spectator-free space. If you choose to remain at Clinics when spectating is allowed, please be aware there is a designated “parent viewing area.” This is the ONLY area parents will be allowed at clinics due to limited space.
- The JDBC Front Desk will be open at each Monthly Clinic. While available to make payments and answer questions, we encourage parents/guardians to express concerns or ask questions via email: [JDBC@Broncos.nfl.net](mailto:JDBC@Broncos.nfl.net)
- Late Fees: Tuition which falls more than 30 days past due will be charged a \$10 late fee. Members who become more than 60 days past due will automatically be dropped from the program.
- Each member and parent should come to clinics with a great attitude! This includes being respectful of the program manager, instructors, volunteers, and other JDBC members.
- There will be no refunds for any part of the registration, uniform, or tuition fees paid to the Denver Broncos Cheerleaders.





# Program

## ELEMENTS



### MONTHLY CLINICS (JUNE-JANUARY)

- Clinics take place on Saturdays or Sundays in the Club Level of Empower Field at Mile High, the Indoor Practice Facility at the Centura Health Training Center, or at an offsite location.
  - Clinics will focus on teaching the basics of cheerleading and dance technique.
    - Each Clinic will include:
      - Warm-Up
      - Practice Time
      - Performance Time
      - Activities
      - Birthday Celebrations
      - Spirit Awards
    - Video footage of all choreography will be provided in advance of any performances to ensure ample opportunity to practice at home!
  - All JDBC members are encouraged to wear their JDBC t-shirt and tennis shoes, other JDBC merchandise or the appropriate “theme” for that clinic (Ex. Crazy Sock Clinic). Please make sure clothing is movable and breathable!

### COMMUNITY PERFORMANCES

- JDBC members will be invited to perform in the community throughout the season. At this time, Broncos gameday performances cannot be guaranteed.
- These performances often require the purchase of a ticket for your Junior Cheerleader and any spectators. This information varies by performance and will be shared in detail at the announcement of each opportunity.
- Example Performances from Past Seasons Include:
  - Denver Broncos Pregame Performance
  - Colorado Rockies Pregame Performance
  - Metro State University Men’s Soccer Halftime Performance
  - University of Denver Basketball Halftime Performance





## CHEER BOUTIQUES

- The JDBC Program offers opportunities to purchase JDBC merchandise throughout the season. Most of this merchandise is one-of-a-kind and cannot be found in stores or online.



## JDBC GIVES BACK

- In an effort to teach our Junior Cheerleaders about giving back, JDBC offers opportunities to engage with the Denver Broncos Community Development Department and the broader Denver community.
- Opportunities from the past seasons include:
  - Collecting Items for a Clothes to Kids Denver Clothing Drive
  - Participating in the 2023 Martin Luther King Jr. Day Parade
  - Handing out water & medals at the Denver Broncos 7K Race
- If you have ideas for JDBC Gives Back opportunities, please send them to [JDBC@broncos.nfl.net](mailto:JDBC@broncos.nfl.net)







D E N V E R  
**BRONCOS**  
*Jr. Cheerleaders*

*Contact us!*

WE ENCOURAGE ALL QUESTIONS TO BE ASKED OF THE JDBC  
PROGRAM VIA EMAIL: [JDBC@BRONCOS.NFL.NET](mailto:JDBC@BRONCOS.NFL.NET)

PLEASE ALLOW UP TO TWO (2) BUSINESS DAYS FOR A RESPONSE  
BEFORE SENDING A FOLLOW-UP MESSAGE.