



2026

Parent Information
Packet



EMPOWER FIELD AT MILE HIGH

1701 BRYANT STREET
DENVER, CO 80204

PROGRAM MANAGER: MARGARET FOY
PHONE: (720) 258-3520
EMAIL: JDDBC@BRONCOS.NFL.NET



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. 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.**

Our Dare to Cheer program (D2C) in partnership with the Global Down Syndrome Foundation, invites young men and women with disabilities to share in the joy of Broncos football and dancing. As part of the JDBC programming with special accommodations, Dare to Cheer participates in all the fun of the monthly cheer clinics and various performances!



SQUAD AGE GROUPS

Squad Groupings are 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 in the morning (in separate squads with their same age) 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 includes JDBC Photo Package, Practice T-Shirt, Performance Poms and Bow (\$150)

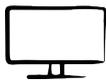
Uniform Fee (Approx. \$245 plus taxes)

- Uniform Shell: \$115
- Custom Skirt: \$60
- Navy Briefs: \$25
- Orange Metallic Liner: \$45

Tuition (\$400): JDBC tuition can be paid in full at In-Person Uniform Fittings or can be paid in \$100 quarterly installments throughout the season beginning June 1.

- June 1: \$100
- August 1: \$100
- October 1: \$100
- December 1: \$100

Tuition covers 8 months of instruction



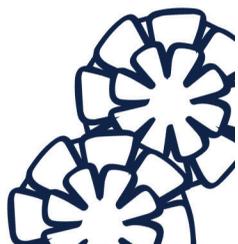
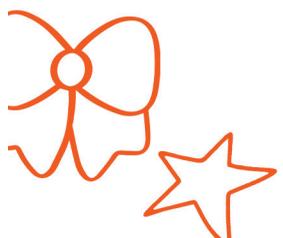
ONLINE REGISTRATION

Registration for the 2026 season will begin in Spring 2026. *All prospective Junior Cheerleaders must be between the ages of 6 to 12 as of June 1, 2026.*



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 Denver Broncos Cheerleaders' Locker Room.





PERFORMANCE Uniforms

The JDBC Uniform will change every two years. **There will be a new uniform in 2026!**

- Custom Shell
- Custom Skirt
- Navy Briefs
- Orange Metallic Liner
- Set of Poms
- White Tennis Shoes – Not provided by JDBC but available for purchase at uniform fittings.

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, 2026.**
 - 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
 - Coordinates Snacks
 - (1) Assistant Squad Parent
 - Supports On-Site at **ALL** Clinic and Performance Days
- The 2026 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 participate in training before the first Clinic.

SCHEDULE

- The JDBC schedule runs from June 2026 through January 2027.
- The season will culminate in an end-of-season Friends & Family Show, which will take place in January 2027.
- Due to the May release of the NFL schedule, the full JDBC schedule will not be available until after In-Person Uniform Fittings in March/April 2026.
- Due to unknown NFL Post Season scheduling, the Friends and Family Show date is subject to change.

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 and that you do not unsubscribe from any Broncos distributions. To help ensure email delivery, please add Broncos@e.DenverBroncos.com as a contact within your email account or mark as a safe sender to help ensure email delivery. Please email JDBC@broncos.NFL.net if you are not receiving the newsletters throughout the season.
- SMS Messaging
 - We have implemented a system to receive reminder text messages and newsletters delivered straight to your cell phone! Simply text **JDBC** to **70787**.
- 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.
 - You are responsible for updating any payment or credit card information in the system and ensuring any new credit card information is saved as your Auto Payment account (if you so choose automatic payments). If a charge does not go through on a credit card on file, you will receive an email from ZenPlanner. It is your responsibility to go into the system and update your credit card. If you would like that credit card to be an Auto Payment, you must select that that card is saved as Auto Pay each time you enter a new credit card number.
 - By inputting credit card information into the ZenPlanner platform for JDBC membership, you are authorizing JDBC Staff to re-run any card on file for any outstanding balances. A late payment fee of \$10 may be added to the monthly tuition if the balance is 10 or more days late. After the 10-day grace period, a late fee will be added, and a staff member will run the payment. JDBC reserves the right to revoke the membership, without refund, of any JDBC member who fails to timely pay tuition payments for three (3) or more consecutive months. JDBC also reserves all rights to collect outstanding tuition payments and reimbursement for costs of collection by any legal means.

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
- 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 may automatically be dropped from the program. By inputting credit card information into the Zen Planner platform, you are authorizing JDBC Staff to re-run your card for any outstanding balances.
- 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
 - Spirit Awards
 - Video footage of all choreography will be provided in advance of any performances to ensure ample opportunity to practice at home!
 - All JDDBC members are encouraged to wear their JDDBC t-shirt and tennis shoes, other JDDBC merchandise or the appropriate “theme” for that clinic (Ex. Crazy Sock Clinic). Please make sure clothing is movable and breathable!



COMMUNITY PERFORMANCES

- JDDBC 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 Soccer Halftime Performance
 - University of Denver Basketball Halftime Performance

MERCHANDISE

- The JDBC Program offers opportunities to purchase JDBC merchandise. 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
 - Donating items to local military Food Banks
- If you have ideas for JDBC Gives Back opportunities, please send them to 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**

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