



**SPIRITFX**  
CHOREOGRAPHY

2024-2025  
**SERVICE AND  
PRICING GUIDE**

CHOREOGRAPHY YOU CAN TRUST

[WWW.SPIRITFX.COM](http://WWW.SPIRITFX.COM) | [INFO@SPIRITFX.COM](mailto:INFO@SPIRITFX.COM)

# BUILDING MORE THAN JUST ROUTINES, BUILDING CONFIDENCE

## JOIN OUR SPIRIT FX FAMILY TODAY!

Welcome to our 2024-2025 Spirit FX Services and Pricing Guide. This packet was created to introduce you to, and highlight, our services, staff and pricing to help you make the best decision possible when choosing a service and instructor for your program. Booking any of our services or staff to come work with your program is not only a financial investment, but a personal one involving trust as well. We want to assure you that we are equally invested in the success of your program and completely invested in producing a product to help your program be at the top of your game all year long.

Here at Spirit FX, we have streamlined processes within our company to ensure everything is simple and easy when booking; all while maintaining competitive pricing. We are not the cheapest company out there; nor are we the most expensive. However; on a scale measuring bang for buck; we are superior.

We have a vision to not only be the best; but to be the most convenient. That is where we created our Signature Spirit FX Standard!

### YEAR ROUND CLIENT SUPPORT:

We are there for you past the servicing dates. We are there year-round to assist in legalities, scoring, upgrades and advice. We want to cheer you on and celebrate accomplishments year around.

### COMPLIMENTARY ELECTRONIC 8-COUNT SHEETS:

We provide detailed 8-count sheets upon completion of camp that are ready for music submission and easy to edit.

### POSITIVE AND INVALUABLE CAMP EXPERIENCE:

We pride ourselves on not only a great product; but a positive experience. No yelling, belittling, or dealing with client emails about a mean choreographer. We want not only your experience to be great; but also your clients'.

### TRAVEL PRICES ARE INCLUDED IN OUR CHOREO PACKAGES:

No hidden fees, guessing expenses or driving around a stranger here. We handle everything so you can sit back and relax during the experience. For those services that do not include travel, we still handle booking everything and so not upcharge our costs.

We take who we hire at Spirit FX very seriously. All our staff is Green-Lighted through USASF and also under goes and additional independent background check. They are also all Safe-Sport Certified. Aside from that, we extensive research each person hired past their resume and references. We want to make sure our staff is more than just a master at their craft; but a great human-being.

Every year at Spirit FX, we host a staff training to make sure our staff is at the top of their game for trends, rules and teaching. We extensively study the scoresheet which is why Spirit FX routines dominate the industry.

When you join Spirit FX, you're doing more than just getting some cheerleading services, you are becoming apart of a family. We look forward to earning your business and hope you find this guide helpful.



Sincerely,

**Kyle Nicholas**  
Owner, SpiritFX  
kyle@spiritfx.com



# MEET THE TEAM

## PLATINUM CHOREOGRAPHERS



**KYLE NICHOLAS**  
MIAMI, FL



**GINO DIGULIO**  
PITTSBURGH, PA



**MATT HOUSTON**  
PITTSBURGH, PA



**JESSE GUAJARDO**  
HOUSTON, TX

## PREMIER CHOREOGRAPHERS



**AMY ROCK**  
LOUISVILLE, KY



**BETTIS RICHARDSON**  
LOS ANGELES, CA



**CALVIN CALHOUN**  
WEST PALM BEACH, FL



**CARLOS REYES**  
NEW YORK CITY, NY



**DEREK DAVIDSON**  
DALLAS, TX



**EJ BLADE**  
COLUMBUS, OH



**FILIPPO ZAPP**  
WEST PALM BEACH, FL



**JASON TIEDE**  
DETROIT, MI



**JERRY JOHNSON**  
KANSAS CITY, MO



**JUSTIN FRANKLIN**  
CHARLESTON, SC



**LUIS GUTIERREZ**  
ASHEVILLE, NC



**MARLON BIETE**  
SAN DIEGO, CA



**TAD PUETZ**  
PHILADELPHIA, PA



**TY ROGERS**  
COLUMBIA, SC



**WES THOMAS**  
INDIANAPOLIS, IN

## ADVANCED CHOREOGRAPHERS



**CT MENENDEZ**  
NASHVILLE, TN



**NATHAN HAYS**  
OMAHA, NE



**KAYLEE PELLACK**  
CHICAGO, IL

## ALL ABILITIES

## STUNT & PYRAMID SPECIALISTS



**COLE CAMPBELL**  
CHARLESTON, SC



**PATRICK SMITH**  
PITTSBURGH, PA



**EARL LAMBERT**  
AKRON, OH



**AUSTIN KINGSBURY**  
LAFAYETTE, LA



**MIKE DEVOS**  
SAN FRANCISCO, CA



**CIANA PEREZ**  
ATLANTA, GA

## SCHOLASTIC DIRECTOR AND CHOREOGRAPHER



# ELITE ALL-STAR PRICING

ALL BELOW PACKAGES INCLUDE TRAVEL

## YOU PICK TWO PACKAGE 3 TEAM MINIMUM\*

**PLATINUM LEVEL:** \$4,550/Team **PREMIER LEVEL:** \$4,250/Team

This MASSIVE Package includes TWO TRIPS. The first is FULL ROUTINE Choreography. The second is your pick of either a Stunt Technique Camp, Stunt and Pyramid Choreography, an Ignite Camp or a Cleanup Camp; date are TBD by you!

## GOLD PACKAGE

**PLATINUM LEVEL:** \$4,050/Team **PREMIER LEVEL:** \$3,350/Team

**ADVANCED LEVEL:** \$2,650/Team

This is our MOST POPULAR package; it is your traditional FULL ROUTINE CHOREOGRAPHY from start to finish.

## SILVER PACKAGE

**PLATINUM LEVEL:** \$3,050/Team **PREMIER LEVEL:** \$2,650/Team

This is the same as the Gold Package except no Builds will be provided (No Stunts or Pyramid).

## IGNITE CAMP

\$1,250/TEAM \*3 TEAM MINIMUM

This is a 3 Hour Hybrid Camp consisting of Stunt Technique and Building Innovation. You will work on Tech while also learning a Creative Stunt Entry, Creative Middle/Combo and Creative Dismount.



# ELITE ALL-STAR PRICING A LA CARTE

ALL BELOW PACKAGES **DO NOT** INCLUDE TRAVEL

Travel costs can range \$600-1200 pending time of year, day of travel and local events in town. SpiritFX does not upcharge travel costs and do our best to to keep costs as cheap as possible.

## STUNT AND PYRAMID CHOREOGRAPHY

\$1,100-\$1,600 \*Pending Staff Selected

## STUNT TECHNIQUE CAMP

\$70/Athlete

## CLEAN UP CAMP

\$750/Team (1 team)  
\$600/Team (2+ teams)

## DANCE CHOREOGRAPHY

\$600/Team

## TUMBLING CAMP

\$55/Athlete (One Day)  
\$85/Athlete (Two Day)  
\$1000/Team (One Session)

## GLOBAL/ICU (CHEER ONLY)

\$900 (Virtual Option Available)

## ALL ABILITIES CHOREOGRAPHY

\$1200/team



# PREP ALL-STAR PRICING

ALL BELOW PACKAGES INCLUDE TRAVEL

## PREP CHOREOGRAPHY

**PREMIER LEVEL:** \$2,650/Team **ADVANCED LEVEL:** \$2,350/Team

This is FULL ROUTINE Choreography for your Prep Teams.

## ALL BELOW PACKAGES **DO NOT** INCLUDE TRAVEL

Travel costs can range \$600-1200 pending time of year, day of travel and local events in town. SpiritFX does not upcharge travel costs and do our best to to keep costs as cheap as possible.

## STUNT TECHNIQUE CAMP

\$70/Athlete + TRAVEL EXPENSES

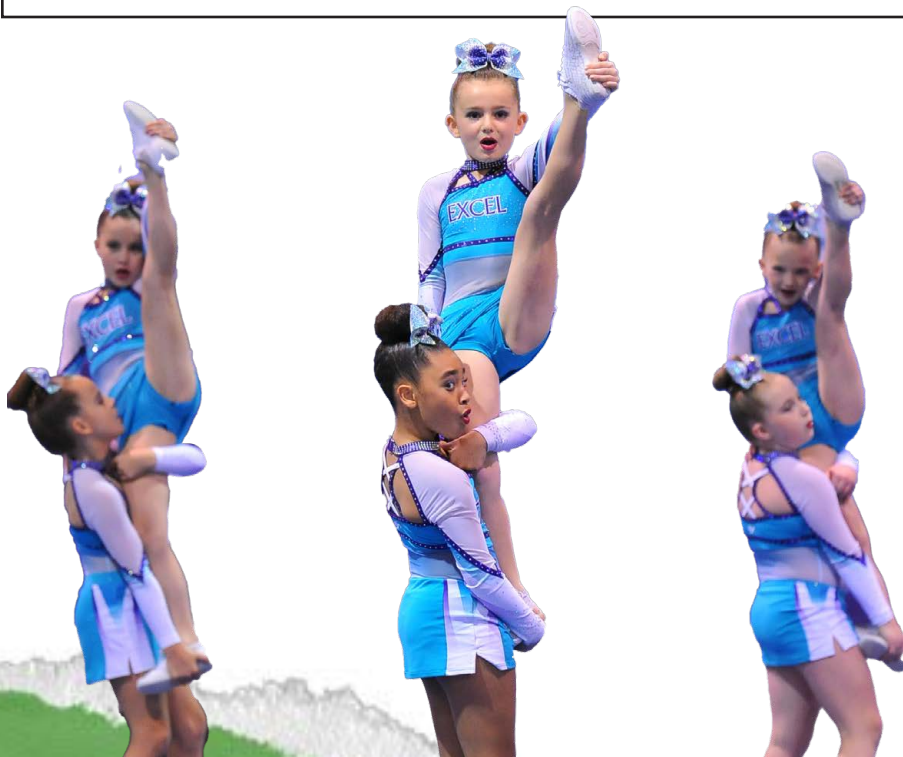
This is a 4 hour technique camp to improve overall building skills.

## CLEANUP CAMP

\$750/Team (1 team) \$600/Team (2+ teams) + TRAVEL EXPENSES

## STUNT & PYRAMID ONLY

\$1,200/TEAM + TRAVEL EXPENSES



# SCHOLASTIC PRICING

ALL BELOW PACKAGES INCLUDE TRAVEL

## GOLD PACKAGE

**FULL ROUTINE CHOREOGRAPHY:** \$3,500/Team

\*MULTIPLE TEAM DISCOUNTS AVAILABLE

This is our MOST POPULAR package; it is your traditional FULL ROUTINE CHOREOGRAPHY from start to finish. THIS CAN INCLUDE a Competitive Routine or Game-Day Routine.

## ALL BELOW PACKAGES **DO NOT** INCLUDE TRAVEL

Travel costs can range \$600-1200 pending time of year, day of travel and local events in town. SpiritFX does not upcharge travel costs and do our best to to keep costs as cheap as possible.

### STUNT TECHNIQUE CAMP

\$70/Athlete + TRAVEL EXPENSES

### CLEANUP CAMP

\$750/Team (1 team)  
\$600/Team (2+ teams)

### STUNT & PYRAMID ONLY

\$1,200/TEAM + TRAVEL EXPENSES

### DANCE ONLY

\$600/TEAM + TRAVEL EXPENSES

### GLOBAL/ICU (CHEER ONLY)

\$900 (Virtual Option Available)



# BOOKING PROCESS

EASY AS 1-2-3

1. Read our 2024-2025 Service Guide
2. Email [info@spiritfx.com](mailto:info@spiritfx.com) with the below info
  - a. Program Name
  - b. City/State of Gym
  - c. What services are you interested in?
  - d. Do you have a preferred instructor?
  - e. Estimated or exact number of teams you are booking for?
  - f. Estimated or exact dates you are looking for?
3. Receive and Sign and Electronic Contract and Pay Deposit!

## WHY CHOOSE SPIRITFX?

Easy Booking Process

Unmatched Customer Service

We handle all Travel

Trust. We aren't the new kids on the block, we have a stellar reputation.

Cutting edge and innovative services

8 count Sheets Provided

Friendly staff

We care, even after services are done!

**We look forward to working with you this season!!!**

