



2025-2026 SERVICE AND PRICING GUIDE

CHOREOGRAPHY YOU CAN TRUST

WWW.SPIRITFX.COM | INFO@SPIRITFX.COM

BUILDING MORE THAN JUST ROUTINES, BUILDING CONFIDENCE

JOIN OUR SPIRIT FX FAMILY TODAY!

Welcome to our 2025-2026 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 extensively 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



Lexi
Operations Manager



Jessica
Travel Coordinator



Cici
Social Media Manager



MEET THE TEAM

PLATINUM CHOREOGRAPHERS



KYLE NICHOLAS
MIAMI, FL



GINO DIGIGLIO
PITTSBURGH, PA



MATT HOUSTON
PITTSBURGH, PA



JESSE GUAJARDO
HOUSTON, TX



WES THOMAS
INDIANAPOLIS, IN

PREMIER CHOREOGRAPHERS



AMY ROCK
LOUISVILLE, KY



BETTIS RICHARDSON
LOS ANGELES, CA



CALVIN CALHOUN
MIAMI, FL



CARLOS REYES
NEW YORK CITY, NY



DEREK DAVIDSON
DALLAS, TX



EJ BLADE
COLUMBUS, OH



ESTE WHITE
ONTARIO, CA



FILIPPO ZAPP
MIAMI, FL



JASON TIEDE
POMPANO BEACH, FL



JERRAY JOHNSON
HOUSTON, TX



JUSTIN FRANKLIN
CHARLESTON, SC



LUIS GUTIERREZ
ASHEVILLE, NC



MARLON BIÈTE
SAN DIEGO, CA



TAD PUETZ
SOUTH JERSEY, NJ



TOM STEC
WASHINGTON, DC



TY ROGERS
COLUMBIA, SC

ADVANCED CHOREOGRAPHERS ALL ABILITIES



CT MENENDEZ
NASHVILLE, TN



NATHAN HAYS
OMAHA, NE



KAYLEE PELLACK
CHICAGO, IL



CIANA PEREZ
ATLANTA, GA

SCHOLASTIC DIRECTOR AND CHOREOGRAPHER

STUNT & PYRAMID SPECIALISTS



COLE CAMPBELL
CHARLESTON, SC



MIKE DEVOS
SAN FRANCISCO, CA



PORTIA BERGER
SAN FRANCISCO, CA



EARL LAMBERT
AKRON, OH



AUSTIN KINGSBURY
SOUTH JERSEY, NJ



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 Stunt and Pyramid Choreography, an Ignite Camp or a Cleanup Camp; dates 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. 10 Hours of instruction.

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). 10 hours of instruction.

IGNITE CAMP

\$1,350/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. 3 hours of instruction.



ELITE ALL-STAR PRICING A LA CARTE

ALL BELOW PACKAGES **DO NOT** INCLUDE TRAVEL

Travel costs can range \$800-1,200 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-\$2,050 *Pending Staff Selected, 3-4 hours per team

STUNT TECHNIQUE CAMP

\$75/Athlete, 4 hours per team/level

CLEAN UP CAMP

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

TUMBLING CAMP

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

DANCE CHOREOGRAPHY

\$600/Team
2.5 hours per team

ALL ABILITIES CHOREOGRAPHY

\$1400/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.
10 hours of instruction.

ALL BELOW PACKAGES **DO NOT** INCLUDE TRAVEL

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SpiritFX does not upcharge travel costs and do our best to to keep costs as cheap as possible.

STUNT TECHNIQUE CAMP

\$75/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
4 hours per team



SCHOLASTIC PRICING

ALL BELOW PACKAGES INCLUDE TRAVEL

GOLD PACKAGE

FULL ROUTINE CHOREOGRAPHY: \$4,000/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.

Do a Choreography & Stunt Tech Combo Package & Save \$25/athlete!

ALL BELOW PACKAGES **DO NOT** INCLUDE TRAVEL

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STUNT TECHNIQUE CAMP

\$75/Athlete + TRAVEL EXPENSES
4 hours per team/level

CLEANUP CAMP

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

STUNT & PYRAMID ONLY

\$1,200/TEAM + TRAVEL EXPENSES
4 hours per team

DANCE ONLY

\$600/TEAM + TRAVEL EXPENSES
2.5 hours per team



BOOKING PROCESS

EASY AS 1-2-3

1. Read our 2025-2026 Service Guide
2. Email 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 Priocess

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!!!

