



2026-2027
**SERVICE AND
PRICING GUIDE**

CHOREOGRAPHY YOU CAN TRUST

BUILDING MORE THAN JUST ROUTINES, BUILDING CONFIDENCE

JOIN OUR SPIRIT FX FAMILY TODAY!

Welcome to our 2026-2027 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 do not upcharge our costs.

We take who we hire at Spirit FX very seriously. 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



Tori
Operations Manager



Jessica
Travel Coordinator



Toss Agency
Social Media



MEET THE TEAM

PLATINUM CHOREOGRAPHERS



KYLE NICHOLAS
MIAMI, FL



GINO DIGULIO
PITTSBURGH, PA



MATT HOUSTON
PITTSBURGH, PA



JESSE GUAJARDO
HOUSTON, TX



WES THOMAS
INDIANAPOLIS, IN

PREMIER CHOREOGRAPHERS



MARLON BIETE
HONOLULU, HI



TOM STEC
WASHINGTON, DC



JACK KIDNEY
MIAMI, FL



ANTHONY REISCH
HOUSTON, TX



ROB BOYLES
JACKSONVILLE, FL



FILIPPO ZAPPA
MIAMI, FL



CALVIN CALHOUN
MIAMI, FL



TY ROGERS
COLUMBIA, SC



DEREK DAVIDSON
PITTSBURGH, PA



AMY ROCK
LOUISVILLE, KY



EJ BLADE
COLUMBUS, OH



BETTIS RICHARDSON
LOS ANGELES, CA



CARLOS REYES
NEW YORK CITY, NY



JUSTIN FRANKLIN
CHARLESTON, SC



JERRY JOHNSON
HOUSTON, TX



ESTE WHITE
ONTARIO, CA



LUIS GUTIERREZ
ASHEVILLE, NC



TAD PUETZ
SOUTH JERSEY, NJ

ADVANCED CHOREOGRAPHERS



CT MENENDEZ
NASHVILLE, TN



NATHAN HAYS
OMAHA, NE



GIO SMITH
MIAMI, FL



KAYLEE PELLACK
CHICAGO, IL



CIANA PEREZ
HOUSTON, TX

ALL ABILITIES

SCHOLASTIC

STUNT & PYRAMID SPECIALISTS



MIKE DEVOS
SAN FRANCISCO, CA



EARL LAMBERT
AKRON, OH



AUSTIN KINGSBURY
SOUTH JERSEY, NJ



PRICING

ALL BELOW PACKAGES INCLUDE TRAVEL

YOU PICK TWO PACKAGE 3 TEAM MINIMUM*

PLATINUM LEVEL: \$4,650/Team 3 team min.
PREMIER LEVEL: \$4,350/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!

IGNITE CAMP 3 TEAM MINIMUM*

\$1,550/Team

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.

GOLD PACKAGE

PLATINUM LEVEL: \$4,150/Team 3 team min.
PREMIER LEVEL: \$3,450/Team
ADVANCED LEVEL: \$2,850/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: \$3,250/Team 3 team min.
PREMIER LEVEL: \$2,850/Team

This is the same as the Gold Package except no Builds will be provided (No Stunts or Pyramid). 10 hours of instruction.

PREP CHOREO

PREMIER LEVEL: \$2,850/Team **ADVANCED LEVEL:** \$2,550/Team

This is FULL ROUTINE Choreography for your Prep Teams. 10 hours of instruction.

ALL BELOW PACKAGES DO NOT INCLUDE TRAVEL

Travel costs can range \$800-1,200+ pending time of year, number of days for services, choreographer's location and local events in town. Spirit FX does not upcharge travel costs and we do our best to to keep costs as cheap as possible. Every camp will have a ONE-TIME \$50 Travel Fee per trip.

STUNT & PYRAMID CHOREO

\$1,500/Team
4 hours per team

STUNT TECH CAMP

\$75/Athlete
4 hours per team/level

CLEAN UP CAMP 4 hours per team

\$750 (1 team)
\$650/Team (2+ teams)

TUMBLING CAMPS

\$75/Athlete (1 Day) / \$85/Athlete (2 Days)
\$1,000/Team (One Session)

ALL ABILITIES CHOREO

\$1,400/Team

Teams who book 3 or more full elite routines from Spirit FX get a FREE All Abilities Choreo (minus travel).

DANCE CHOREO 2.5 hours per team

\$600/Team



SCHOLASTIC PRICING

ALL BELOW PACKAGES INCLUDE TRAVEL

GOLD PACKAGE

FULL ROUTINE: \$4,000/Team

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 \$20/athlete!

ALL BELOW PACKAGES **DO NOT** INCLUDE TRAVEL

Travel costs can range \$800-1,200+ pending time of year, number of days for services, choreographer's location and local events in town. Spirit FX does not upcharge travel costs and we do our best to to keep costs as cheap as possible. Every camp will have a ONE-TIME \$50 Travel Fee per trip.

STUNT & PYRAMID CHOREO

\$1,500/Team

3-4 hours per team

STUNT TECH CAMP

\$75/Athlete

4 hours per team/level

CLEAN UP CAMP 4 hours per team

\$750 (1 team)

\$600/Team (2+ teams)

DANCE CHOREO

\$600/TEAM

2.5 hours per team

BOOKING PROCESS

EASY AS 1-2-3

STEP 1 Read our 2026-2027 Service Guide

STEP 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?

STEP 3 Receive and Sign our Electronic Contract!

WHY CHOOSE SPIRIT FX?

EASY BOOKING PROCESS

From inquiry to confirmation, our streamlined booking process makes scheduling your choreography simple and stress-free.

UNMATCHED CUSTOMER SERVICE

Our dedicated team goes above and beyond to provide support and ensure every detail exceeds your expectations.

WE HANDLE ALL TRAVEL

We take the hassle out of getting there. Our team handles all travel so you can focus on your athletes.

TRUST

We aren't the new kids on the block, we have a stellar reputation and will make sure your kids are in trusted and capable hands.

ALL INCLUSIVE SERVICES

8 count sheets provided with choreography services, as well as year long support from choreographers.

WE CARE, EVEN AFTER SERVICES ARE DONE

We're passionate about your team's success. Every routine, detail, and interaction is handled with genuine care and commitment.

NO DEPOSITS REQUIRED

Pay in full 30 days prior to service date.

