

*'The latest urban sport to build on the success of movies such as High School Musical and engage with the youth consumer'*

## PROFILE

Street Cheer is a brand new element of cheerleading, a unique fusion of street dance and cheerleading moves. It combines the funkier, most up-to-date dance moves and break dance-skills with cheerleading chants.

Street Cheer is governed by the UK Cheerleading Association and is dedicated to delivering sport and fun to young people in disadvantaged communities.

2008 saw the first ever Street Cheer National Championship, a two day event held in Blackpool. The weekend encompassed Street Cheer, Street Dance and Cheerleading and competitions. The 2009 event was once again a huge success. In addition to the excitement of the competition, the winning team will represent Team UK at the 2010 ICU Worlds Competition in Florida. Universal Pictures used the event to launch their new movie 'Bring It On'.

Since 2008 Street Cheer is proud to have entertainment industry expert and hip-hop dance performer Kimberlee Jay as its official brand ambassador.

Street Cheer is expanding rapidly across the UK engaging more and more youths to partake in the urban sport lifestyle. Its **popularity amongst young women and girls** has caught the attention of the government who are keen to see female participation in sport increase.

### Opportunities

- Title Sponsorship
- Official Partner
- Supplier Partner
- Road show

### DEMOGRAPHICS

- Socio-economic A, B, C, D & E
- Aged between 8 and 25
- Core age group 11-16 years
- 87% Female & 13% Male

# STREET CHEER



### AUDIENCE

- 2,500+ at National Championship
- 250,000+ attendances at Street Cheer classes in Q3 2009 alone
- 2,000+ classes held each quarter
- Dispersed evenly across the UK
- Attracting all major local and regional broadcasters