

The Varsity Spirit/NFHS Squad Credentialing Program

Varsity has been dedicated to providing instruction, competitive opportunities and memorable experiences for cheerleaders with an emphasis on safety and leadership. Spiritleaders have the honor and responsibility of creating a strong sense of school pride and elevating spirit within their school and community through five key roles – AMBASSADOR, ATHLETE, CROWD LEADER, SPIRIT RAISER and ENTERTAINER. When squads focus on achieving excellence in each role, they are able to better serve their campus community. Along with the five roles of a spiritleader, safety and leadership are top priorities for Varsity Brands.

The National Federation of State High School Associations (NFHS) is the national leadership organization for high school sports and performing arts activities. They work with nearly 20,000 schools and over 12 million students across all 50 states. Together, as partners in building strong school spirit programs, we created the Varsity Spirit / NFHS Credentialing program – the foundation for our entire summer camp curriculum.

Because safety, leadership and the roles of a spiritleader are so important to both the NFHS and Varsity, completing the Squad Credentialing program at a Varsity Spirit Summer Camp is a requirement for Cheer teams to be eligible to participate at the 2023 USA Spirit Nationals.

The implementation of the Varsity Spirit / NFHS Credentialing Program is part of our mission to elevate the profile of cheerleaders, whether on campus, at a game or in the community.

THE FIVE ROLES OF A SPIRITLEADER

AMBASSADOR

Spiritleaders are recognizable AMBASSADORS of their school in the classroom, on campus and in their community.

ATHLETE

Like any other ATHLETE, spiritleaders train tirelessly to be in the physical shape required to safely execute their skillset.

CROWD LEADER

As CROWDLEADERS, spiritleaders elevate the game day experience by leading the crowd in cheers and chants intended to encourage the players and generate excitement.

ENTERTAINER

Spiritleaders are ENTERTAINERS anytime they perform exciting and engaging routines for an audience.

SPIRIT RAISER

As SPIRIT RAISERS, spiritleaders are responsible for promoting school spirit and boosting overall morale.



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