

REDLINE CHEER & DANCE

CheerChella Memphis

Updated: 2/18/2026

Welcome to Redline!

We're thrilled to have your program joining us for this event. Our goal is simple: to deliver a consistent, professional, and exciting experience from start to finish. Whether this is your first Redline event or your tenth, we want you to feel valued, supported, and inspired from the moment you walk in the door.

1. Championship Information

Venue: Renasant Convention Center

Venue Address: 255 N Main St, Memphis, TN 38103

Doors Open: 7:00am

First Performance: 8:00am

Warm-Up Check-In: Inside the Renasant Convention Center, 30 minutes before your team's warm-up time.

A team representative should check in at the warm-up area before your scheduled time. Our Redline staff will guide you through each step so everything runs smoothly. Coaches and athletes should arrive performance-ready, and we'll handle the rest.

2. Coaches & Registration

All coaches must be listed in your RegChamp account before arriving at the event. To keep things organized and secure, wristbands will only be given to verified coaches.

If you need to make updates or confirm your roster, contact:

Jmiller@redlinecheer.com or Hunter@redlinecheer.com before event week.

Coaches should use the designated check-in area. Athletes will enter through the main entrance with their teams.

3. Tickets

Tickets will be available on the official event page as soon as the link goes live.

Link to Event Page: <https://redlinecheer.com/events/memphis-cheerchella/>

Every ticket includes:

- A free live broadcast of all performances (details below)
- Free professional action photography (details below)

Children 10 and under are free at every Redline event.

We encourage programs to share the ticket link with families so everyone can plan ahead and enjoy the show.

4. Parking

Parking is managed by the facility. Rates typically range from \$7-\$10. Redline does not receive any portion of parking revenue.

Many facilities are fully cashless, so we recommend confirming the payment method in advance.

5. Free Action Photography

At Redline, every athlete deserves to be seen. That's why we're proud to offer free professional action photography at every single event, 100% of the time.

Through our partnership with Action Moments, every ticket includes access to stunning, high-quality photos of your athletes doing what they love most.

No extra fees. No hidden costs. Just incredible memories, captured and yours to keep. After the event, view and download your photos under "Action Photography" at redlinecheer.com.

6. Free Professional Livestream

Enjoy the action without missing a moment! Redline will provide a free professional livestream broadcast throughout the event, no need to hold up your phone. Watch live, cheer in the moment, and relive the excitement afterward by replaying the stream or purchasing a high-definition, professional audio version of your team's performance. This will be available at <https://vidzing.tv/redline-championships>

7. Performance Order

Tentative schedules are posted in RegChamp (for coaches only) the weekend before the event. The final schedule will be released publicly on the Wednesday before the event.

Redline works hard to avoid crossover conflicts, but please know that overlaps may occasionally occur. Our team will do everything possible to keep your day running smoothly. Redline will not change the schedule for "Coaching Crossovers".

8. Security & Bag Policy

We take your safety seriously. Please help us by following all venue policies:

- Prohibited items include food, drinks, alcohol, weapons, coolers, large cameras, scooters, and pets.
- Cell phones and small cameras are allowed for personal use.

If you notice any concerning photo or video behavior, alert a Redline staff member immediately.

9. Performance Area

All teams perform on a 42' x 54' spring floor. Only soft-soled shoes are allowed on the surface. Teams have 15 seconds to enter and exit the floor.

We ask that coaches and athletes stay mindful of timing so we can keep the event running efficiently and on schedule.

10. Crossovers & Dressing Rooms

Redline is not responsible for lost or stolen items. Please designate someone to watch your team's belongings when possible.

Crossovers must be declared prior to the event registration and pay the applicable crossover fee. Thank you for helping us keep each schedule accurate.

11. Practice Area

Each team will rotate through multiple warm-up stations (stretch, stunt, tumbling, and full mat). Only credentialed, background-checked coaches and athletes are allowed in this area.

Music systems are provided; teams should bring appropriate audio connectors for their devices. Please check in with the warm-up coordinator 10 minutes before your scheduled time to help us stay on track.

12. Scores & Reviews

Scores, deductions, and legalities will be emailed to the address used for RegChamp registration. Once you receive your scoresheet, you'll have 20 minutes to visit the score review area if you'd like clarification or to discuss deductions.

All scoring discussions must happen within this window to keep the day running smoothly.

13. Awards

Every team will receive an award at Redline. (Prizes subject to change anytime)

Recognitions include:

- Grand Champion
- Level Champion
- Division Winner
- 2nd Place
- 3rd Place
- Finalist
- Novice
- Exhibition

Awards will be distributed to coaches immediately following each ceremony.

All prizes must be picked up at the event. None will be mailed afterward.

Redline reserves the right to modify prize offerings or distribution methods at any time to best serve our programs and events.

14. Payments

All payments must be made at the time of registration via credit card or pre-approved check.

Personal or business checks are not accepted without prior approval from the Redline office.

15. Required Forms & Waivers

Every athlete must have a completed **Redline Event Waiver** on file **before performing**. Waivers are available online through **RegChamp**.

All coaches must also have **current background checks and completed waivers** to be permitted inside the warm-up area.

To ensure accuracy and fairness, **all teams are required to have complete and up-to-date rosters uploaded in RegChamp** prior to competing.

16. Helpful Reminders

Create your free livestream account before event day to ensure you don't miss performances or awards.

Follow @RedlineCheer on social media for real-time updates, photos, and special announcements.

Our Mission:

Programs often don't know what they're going to get when they show up at competitions. This can lead to frustration, negativity, and lack of motivation. Redline creates a consistent experience in judging, communication and a high quality production so your program can compete like champions. When a championship atmosphere is created, gym owners, coaches, athletes and parents - win or lose, leave with a strong sense of value and accomplishment.