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REDLINE CHAMPIONSHIPS ANNOUNCES PARTNERSHIP WITH CHEERLEADING COMPANY

Cheerleading Company Named Official School Cheer Uniform Partner of Redline Championships

DALLAS, TX — October 2, 2026 — Redline Championships is proud to announce a new partnership with **Cheerleading Company**, naming the

company the **Official School Cheer Uniform Partner** of Redline Championships.

The partnership represents a shared commitment to supporting the continued growth and development of the school cheer market and providing school cheer programs with access to quality uniforms, apparel and resources designed specifically for their teams.

Through the partnership, Cheerleading Company will have a prominent presence within Redline Championships' growing school cheer platform, connecting with coaches, athletic directors, program directors, administrators, parents and athletes throughout the championship season.

Redline Championships has made school cheer a key area of growth, with its **School Spirit Grand Championship** designed to create a championship experience specifically for junior high, middle school and high school cheer programs. The event will bring school teams together for both Gameday and Performance competition while providing programs with an elevated, professional championship experience.

"We are thrilled to welcome Cheerleading Company to the Redline Championships family as our Official School Cheer Uniform Partner," said **Whitney Sales, Director of School Cheer for Redline Championships**. "The school cheer market is an incredibly important part of the future of our industry, and we want to surround these programs with partners who understand what they need and are committed to their success. Cheerleading Company brings tremendous experience and a genuine understanding of the school market, making this partnership a natural fit. We are excited about what we can build together for coaches, athletes and programs."

With **26 years of experience in the cheer and dance apparel industry**, Cheerleading Company brings extensive knowledge and expertise to the partnership. The company provides uniforms and apparel solutions designed to serve the needs of cheer and dance programs while working closely with teams throughout the design and ordering process.

"We are incredibly excited about this partnership with Redline Championships, recognizing Cheerleading Company as its Official School Uniform Partner," said **Tracie O'Neal, Director of Outside Sales for Cheerleading Company**. "With 26 years of experience in the cheer and dance apparel industry, Cheerleading Company is proud to be part of Redline Championships' commitment to the school team market. We look forward to working alongside the Redline Championships team and being part of this championship season."

The partnership will also create opportunities for Cheerleading Company to engage directly with the school cheer community through Redline Championships events, marketing initiatives and other program-focused opportunities throughout the season.

“School cheer deserves a championship experience that recognizes the unique needs, traditions and pride of every school program,” added Sales. “Our partnership with Cheerleading Company allows us to further that mission while giving our school programs access to a company with decades of industry experience.”

Cheerleading Company joins Redline Championships’ growing network of official partners committed to providing meaningful resources and experiences for the athletes, coaches, families and programs that make up the Redline Championships community.

About Redline Championships

Redline Championships is a premier producer of cheerleading and dance competitions dedicated to creating memorable championship experiences for athletes, coaches, gyms, schools and families. With a focus on exceptional production, customer experience and innovation, Redline continues to expand opportunities for both the all-star and school cheer communities.

About Cheerleading Company

Cheerleading Company is a leading provider of cheer and dance uniforms and apparel with 26 years of experience serving programs throughout the industry. The company is committed to helping teams create quality, custom looks while providing personalized service and solutions for coaches and programs.