

COACHES, PARENTS, FANS AND SPECTATORS,

We're excited that you've decided to join us for the 2020 NCA Senior and Junior High School National Championship or the 2020 NCA All-Star National Championship. We pride ourselves in putting on a quality event with friendly staff, fair judging, exciting venues and superior competition. This season, Varsity All Star introduced Stay Smart. Both of these events are Stay Smart Tier 1, meaning all teams attending the event are required to work with our housing partner, Connections Housing, to book your hotel rooms in our team blocks.

As the Kay Bailey Hutchinson Convention Center has expanded and with the addition of the attached Omni Hotel, Dallas has become a very attractive destination for many large groups. In order to book the convention center multiple years out we have to be recognized as a "city wide" event which is determined by the number of room nights booked throughout our event. By requiring housing for all our teams, we can prove to the city of Dallas just how many visitors this event brings to the city. Stay Smart housing is required for all performers, coaches and spectators that attend our event and are staying in a hotel. Connections has done a great job of negotiating reduced rates, special amenities, managing team blocks and working through any hotel problems on site. Connections works directly with NCA, the Dallas Sports Commission, and area hotels to provide accurate reporting to ensure NCA is able to book the best possible future dates at the Dallas Convention Center.

FAQ'S

Who determines the rules for the Stay Smart housing requirement?

The National Cheerleaders Association determines the Stay Smart housing requirement and works with our housing partner, Connections Housing, to see that it's enforced. Any communication to teams about non-compliance is at NCA's request.

Who does the Stay Smart housing requirement apply to?

Stay Smart Tier 1 requires all performers, coaches and spectators attending NCA High School Nationals and NCA All-Star Nationals to stay in our team blocks. Teams that are within 60 miles of the Kay Bailey Hutchinson Convention Center are exempt. However, if they choose to stay at a hotel then they must book through Connections Housing.

Benefits of Stay Smart:

Stay Smart requires that all hotels in the area work with NCA and Connections Housing for the competition. Without this requirement, the higher demand hotels would try to book the business directly at inflated rates.

- Total room nights are tracked for the city giving NCA the ability to secure the Kay Bailey Hutchinson Convention Center multiple years out.
- Lowest Rate Guarantee
- Many Gyms/Teams can be together in the same hotel
- Guaranteed Room Type

[Click here to see all the benefits of Stay Smart](#)

What happens if a program or individual does not abide by the Stay Smart housing requirement?

Programs and/or individuals who don't abide by the requirement will be ineligible to compete at NCA Nationals. If, during the post-event room audit we find that a performer canceled or no showed, their program may lose priority hotel bookings for the following season.

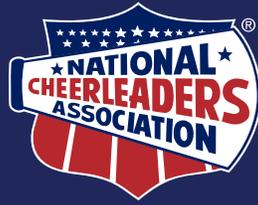
How does NCA monitor that all teams are abiding by the Stay Smart housing requirement?

NCA is using a Housing Compliance roster for each team registered. The rosters must be filled out by all teams attending NCA Nationals, regardless of whether or not they are within the 60 mile radius. These forms must be submitted by November 30th.

PERCEIVED PROBLEMS

Gyms can find cheaper rooms on their own:

One of the Stay Smart benefits is that Connections Housing guarantees the lowest rate. Should you find a lower rate for the same dates with the same terms and conditions, please bring it to their attention! It's important that this quoted lower rate is in writing, even if it's an email or a confirmation letter from the hotel



Discount Hotel websites are cheaper:

These rates are not an apples to apples comparison. There are typically five or less rooms available at this rate, and they are not available to groups. Most require prepayment for these rooms with a “no refund” policy. Room types (king, double/double) are also not guaranteed through these sites. When booking with Stay Smart, Connections has already negotiated the lowest possible rates for our groups, securing room types, amenities, and team friendly terms and conditions.

I want a hotel that is not on the list:

If your preferred hotel is not one of our partner hotels, just let us know! Hotels are welcome to contact Connections, or if you’d like to see if we can add a hotel to our list, please let us know by contacting us at 1-855-404-2433 or ncanda@connectionshousing.com. Once a new hotel has signed a contract with us, you may request that hotel through Connections. Keep in mind we’re in a partnership with most of the Dallas area hotels and the low rates and other amenities already negotiated are contingent on picking up the room blocks at our partner hotels.

I booked my reservation directly at a hotel:

If you booked directly through a hotel, you’re not in compliance and are not eligible to compete. You will need to contact Connections in order to book your room.

Individuals who want to redeem Reward Points:

You are able to use hotel reward points to book rooms as long as you stay at one of the NCA partner hotels. Please forward your email confirmation from the hotel showing that you used points to NCAExceptions@ConnectionsHousing.com by October 31, 2019. Connections will contact you in writing if your exception has been approved.

Individuals who want to stay with family in the area:

If you have family in the area, please contact Connections Housing at NCAExceptions@ConnectionsHousing.com by October 31, 2019 for a housing exception. Additional documentation will be requested and Connections will contact you in writing if your exception has been approved.

Individuals who want an upgraded room or suite at a hotel:

Connections can help you with suite or upgrade requests. Simply let them know what you’re looking for and they’ll be more than happy to check rates and availability.

Individuals who want to book a room using a military rate:

To all of our military families, we appreciate your service. If you’d like to book one of our hotels within our group block using a military rate, please contact Connections Housing and they will book your room at the military rate (if available) or at our rate if it’s lower.

WHAT YOU GET FOR USING CONNECTIONS

- Assistance in selecting the best hotel for your needs.
- Onsite Housing desk that has a dedicated phone number that partner hotels have for issues.
- Guarantee that when you show up you will have a reservation.
- Online and personal assistance with any issues before, during and after the competition.
- If requesting a gym block, you will get a personal online gym profile to view all reservations.

CONTACT INFORMATION

CONNECTIONS HOUSING:

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