



For Immediate Release

July 15, 2025 – Nuremberg, Germany

Cheerleading Central Agency and International Music Sports Committee Forge Strategic Partnership

New Memorandum of Understanding to Establish the “Cheer Master League”

Nuremberg, Germany – The Cheerleading Central Agency (CCA) and the International Music Sports Committee (IMSC), the official musical-sports committee of the International Sport for All Federation (FISpT), today announced the signing of a Memorandum of Understanding (MoU) that will formalize their collaboration to create a Sport for All Cheerleading International League.

Key elements of the agreement include:

- **Recognition of Competitions and Programs**
All international competitions organized by CCA will receive official recognition by FISpT and IMSC. Educational and training programs co-developed by CCA and IMSC will be acknowledged as meeting international “Sport for All” standards.
- **Launch of the Cheer Master League**
A new international league—the “Cheer Master League”—will be created under the joint management of CCA and IMSC, offering open, inclusive access to qualified participants worldwide. The League may also be incorporated into the existing Cheer4All project, further expanding opportunities for grassroots development.
- **National Representation and Discounts**
FISpT- and IMSC-recognized bodies may apply to host Cheer Master League events and receive a 10% discount on team registration fees. In Germany, the Deutscher Cheersport Verein e.V. has been confirmed as the National Cheerleading Partner.
- **Role of FederCheer (Italy)**
FederCheer will serve as the official Italian representative of the Cheer Master League, with privileges including a 10% registration discount, use of the CCA rulebook and branding, and the right to host up to two national League events annually.

“This collaboration marks a major step forward for cheerleading and musical sports worldwide,” said **Piercarlo Pilani**, President of IMSC. “By combining our expertise, we can elevate competition standards, broaden access, and foster a true international community of athletes and enthusiasts.”

“We’re thrilled to join forces with IMSC and FISpT,” added **Holger Schmidt**, CEO of CCA. “The Cheer Master League will provide an exciting new platform for athletes at every level, and our partnership underscores our shared commitment to inclusive growth.”