

TAMPA BAY AREA CARDINALS

Youth Football & Cheer Organization

Website Registration Page — Update Instructions for Web Designer

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To: Website Designer **From:** President Orrin Jackson — Tampa Bay Area Cardinals **Re:** Fall 2026 Registration Page Update

Please update the tampabaycardinals.com registration page with the following program details and pricing for the **Fall 2026 Football & Cheer Season**. All registration information, early bird deadlines, and pricing below should be reflected accurately on the website. Suggested improvements to enhance the user experience are included at the end of this document.

FALL 2026 REGISTRATION PROGRAMS & PRICING

■ Flag Football

Ages: All Ages

REGULAR REGISTRATION

\$140

Standard registration fee

EARLY BIRD PRICE

\$115

Save 25 when you register early!

EARLY BIRD DEADLINE

June 1, 2026

Register before this date for savings

Flag football is a fantastic introduction to the game — perfect for young athletes learning fundamentals in a safe, non-contact format. Registration includes uniform, equipment, and full season participation.

■ Tackle Football

Ages: Ages 7–15

REGULAR REGISTRATION

\$185

Standard registration fee

EARLY BIRD PRICE

\$150

Save 35 when you register early!

EARLY BIRD DEADLINE

June 1, 2026

Register before this date for savings

Full-contact tackle football for players ages 7–15. Our program emphasizes safety, skill development, teamwork, and discipline. Registration includes helmet, pads, uniform, and full season participation.

■ Cheerleading

Ages: Ages 4–15

REGULAR REGISTRATION

\$350

Standard registration fee

EARLY BIRD PRICE

\$300

Save 50 when you register early!

EARLY BIRD DEADLINE

June 1, 2026

Register before this date for savings

Cheerleading builds confidence, athleticism, and team spirit! Open to all skill levels ages 4–15. Registration includes uniform, practice wear, pom poms, and full season participation with the Cardinals cheer program.

■ EARLY BIRD SAVINGS DEADLINE: JUNE 1, 2026 ■

Register before June 1st, 2026 to receive the discounted early bird registration rate. After this date, standard pricing applies.

REGISTRATION PRICING SUMMARY TABLE

Program	Age Range	Regular Price	Early Bird Price	Early Bird Deadline
Flag Football	All Ages	\$140	\$115	June 1, 2026
Tackle Football	Ages 7–15	\$185	\$150	June 1, 2026
Cheerleading	Ages 4–15	\$350	\$300	June 1, 2026

SUGGESTED IMPROVEMENTS FOR THE REGISTRATION PAGE

The following are professional recommendations to enhance the registration experience for families visiting tampabaycardinals.com:

1. Countdown Timer for Early Bird Deadline

Add a live countdown timer prominently displayed near the top of the registration page showing days/hours remaining until June 1, 2026. This creates urgency and motivates families to register early and save.

2. Online Registration Form with Secure Payment

Implement a fully digital registration form with integrated payment processing (credit/debit card, PayPal, or similar). Collect player name, date of birth, guardian contact info, medical/emergency details, and digital waiver signature in one seamless flow.

3. Program Comparison Cards

Display each program (Flag Football, Tackle Football, Cheerleading) as a visual card with age range, pricing, early bird savings highlighted, and a clear 'Register Now' button. This makes it easy for parents to quickly identify the right program for their child.

4. FAQ Section

Add a Frequently Asked Questions accordion section addressing common questions such as: What is included in the registration fee? What equipment is provided? What is the refund/cancellation policy? When does the season start and end?

5. Scholarship / Financial Assistance Notice

Include a short note informing families that partial scholarships or financial assistance may be available for families in need. This aligns with the organization's mission and ensures no child is turned away due to financial hardship.

6. Age Eligibility Calculator

Add a simple interactive tool where a parent can enter their child's birthdate and instantly see which program(s) they qualify for. This reduces confusion and support inquiries.

7. Mobile-Optimized Layout

Ensure the registration page is fully optimized for mobile devices. Many parents will visit the site on their phones. Large buttons, easy-to-read pricing, and a streamlined mobile form are essential for high conversion rates.

8. Social Media Share Buttons

Add 'Share with a Friend' buttons after successful registration and on the registration page. Word-of-mouth is powerful — make it easy for registered families to spread the word to other parents in their network.

9. Testimonials & Photos

Feature 2–3 short parent or player testimonials alongside action photos from past seasons. Social proof builds trust and encourages hesitant families to complete registration.

10. Clear Refund & Cancellation Policy

Clearly state the refund policy on the registration page before payment is made. Transparency builds trust and reduces disputes.

Tampa Bay Area Cardinals Youth Football & Cheer Organization

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