

DALLAS SPORTS COMMISSION

PRESS RELEASE



NCA All-Star National Championship Celebrates 30th Anniversary in Dallas with Largest Competition in the Event's History

Dallas Sports Commission Welcomes 58,000+ Attendees to Milestone Event, Driving \$64+ Million Economic Impact

[CLICK HERE](#) for the press kit, including logo, B-Roll and photos.

Dallas, February 27, 2025 - The [2025 National Cheerleaders Association \(NCA\) All-Star National Championship](#) is set to return to Dallas for the 30th consecutive year. From **February 28 to March 2**, the **Kay Bailey Hutchison Convention Center** will host the world's top all star cheerleading teams for the largest event in NCA All-Star National Championship history.

This year's championship features **1,712 teams, comprised of 30,410 athletes and 3,700 coaches, representing 43 states and nine countries**. With more than **58,000 attendees expected**, the competition remains a major economic driver for Dallas. This year, the event is projected to exceed the **\$64 million economic impact it generated in 2024**.

The presence of the NCA All-Star Nationals during a milestone year with a record-breaking crowd cements Dallas' reputation as a premier destination for world-class sporting events.

"The Dallas Sports Commission is thrilled to see the energy, excitement, and enthusiasm of the NCA All-Star National Championship reach new heights as we celebrate 30 years in Dallas," said Monica Paul, Executive Director, Dallas Sports Commission. "This competition showcases the incredible athleticism, dedication, and teamwork of these athletes while creating an unforgettable experience for fans, families, and the entire city."

As the most prestigious all star cheerleading competition in the world, the NCA All-Star Nationals elevates the sport with dynamic performances and electrifying energy. Athletes compete in a variety of divisions and skill categories, with national titles awarded across all levels, from novice to elite. All star cheer teams of all ages, skill levels, and abilities have the opportunity to compete for a share of \$500,000 in cash and prizes as they strive to be the best of the best.

"The Dallas Sports Commission and the City of Dallas have been instrumental in building the thirty-year legacy of the Varsity Spirit and the NCA All-Star National Championship," said Bill Seely, President of Varsity Spirit. "We look forward to showcasing and celebrating the amazing athletes from all over the world who continue to raise the bar and advance the entire sport of cheerleading."

The championship weekend commences with the rousing Battle in The Arena on Friday, February 28, at 6:00 PM. This exciting event celebrates three decades of NCA All-Star Nationals in Dallas, featuring performances from some of the highest-ranked teams, showcasing the inspiring CheerABILITIES division, and recognizing the Go Be Great Finalists.

[Click here](#) for more information about the 2025 NCA All-Star National Championship,

including how to purchase tickets. The championship will stream live on [Varsity TV](#) throughout the weekend.

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About Varsity Spirit

Memphis-based Varsity Spirit has been a driving force behind cheerleading's dynamic transformation into the high-energy, athletic activity it is today, and the leading global source for all things cheerleading and dance. A division of Varsity Brands, Varsity Spirit is a leader in uniform innovation and educational camps, clinics and competitions, impacting nearly a million athletes each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit's 5,000 employees have been helping raise cheerleading's influence and profile since 1974. For more information about Varsity Spirit or Varsity Brands, please visit www.varsity.com or www.varsitybrands.com.

About Dallas Sports Commission:

The Dallas Sports Commission pursues amateur, grassroots, collegiate and professional championship events, positioning Dallas as the premier sports destination. A division of VisitDallas, the Dallas Sports Commission focuses on generating economic impact as well as improving the quality of life within the community through sports. For more information, visit www.dallassports.org

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