



VEGAS CHEER
COMPANY

**WELCOME TO
SEASON 5**

ELITE TEAM HANDBOOK

Always use this 2022-2023 Elite Team Handbook as your first resource if you have questions throughout the season. This handbook is designed to help you further understand the commitment and financial obligation that is necessary to participate in our competitive program.

COMMITMENT

Parents should be aware that All-Star Cheerleading requires a financial and time commitment. The All-Star Cheer Season begins in June and ends in May. If you're not able to commit to the full season, or don't agree with the policies set forth in this handbook, you should not join any Vegas Cheer Company competitive program. VCC's competitive cheerleading program is NOT a recreational program.

COMMUNICATION

Most problems or situations can be resolved with open communication. If you have any concerns, please send an email to discuss further or to set up a meeting. However, please remember there is always a time and place to discuss a concern. Athletes and parents are responsible for regularly checking emails, the website, Band, Facebook etc. for up-to-date information about the program, schedule, and events. There is NO excuse for being uninformed when the information has been provided. It is your responsibility to ensure your online account and contact information is up to date.

TEAM PLACEMENTS

What to bring to evaluations?

- Policies and Procedures – Page 9
- Auto Pay Authorization – Page 10
- Registration Form – Page 11
- Evaluation Form – Page 12
- \$200 All-Star Deposit
- \$50 Registration Fee per family
- \$40 Evaluation Fee per athlete
- Picture of athlete

Note, each form must be filled out in its entirety, and all fees must be paid in order for your athlete to be evaluated. Cash or check will be accepted. Previous athletes must have a zero balance to be evaluated.

What to expect at Team Placements?

We try to make the evaluation process as low stress as possible. Athletes will learn a short routine to perform to the best of their ability. Then they will have an opportunity to show us any various running tumbling, standing tumbling, or jumps that they would like us to see. Everything we need to see; they will have a chance to show us during the evaluation process. Evaluations will be closed.

How are teams formed?

Please keep in mind there are many factors we must decide upon when placing each athlete on a team, such as: number of athletes, stunting experience, jumps, tumbling, dance, and age. All aspects are important in putting together a successful team. Vegas Cheer Company is looking for strong motions, jumps, strong work ethic, coachability, and an all-around athlete. Athletes will be placed on teams based

upon their abilities in the above-mentioned categories, as well as their mental mindset. We will place athletes on teams to give them the best chance for success, while also striving to be highly competitive.

An elite athletes age will be based on the USASF Age Grid. See below:

DIVISION	BIRTH YEAR	LEVEL
Tiny	2015 – 2017	1
Mini	2013 – 2016	1 – 2
Youth	2010 – 2016	1 – 4
Junior	2006 – 2015	1 – 6
Senior	6/1/03 – 2010	1 – 6

Tumbling is important; however, just because your athlete can perform certain tumbling skills does not guarantee a spot on a certain team.

Athletes are required to maintain the skills displayed at evaluations. Skills will be continually evaluated throughout the summer. Adjustments may be made to teams at any time if skills aren't maintained.

Throughout the season and when deemed in the best interest of the athlete, team, and/or program, Vegas Cheer Company reserves the right to:

- Place its athletes on the team(s) it feels will best suit them and the program.
- Decide the roles and/or positions an athlete will have on their team.
- Request that an athlete or team take additional classes, private lessons, or camps to improve overall skills.
- Move, replace, add, suspend, or dismiss an athlete for a period of time or indefinitely from the program based on criteria including but not limited to:
 1. Attendance
 2. Conduct
 3. Skills
 4. Finances
 5. Parent conflicts

ATTENDANCE POLICY

Athletes are given 2 unexcused absences from August 1st through the end of the season. An absence request form must be filled out and approved by a member of the Vegas Cheer Company staff at least two weeks prior to the date of the absence. Any absence request form received within the two-week time frame will automatically be unexcused. A completed form doesn't automatically excuse the absence. If any absence request is found to be false/inaccurate the athletes' placement on the team may be jeopardized. No unexcused absence will be allowed at any practice that involves choreography. No unexcused absence will be allowed one week prior to competition. An excused absence is limited to mandatory school functions for a grade, school cheer, or death in the family. An example of an unexcused absence may be not feeling well, no ride to practice, or too much homework. Excessive absences both excused and unexcused could lead to removal from a competition or removal from the team at the discretion of Vegas Cheer Company staff. Coaches reserve the right to replace an athlete who misses practice within two weeks before a competition. Extra practices may be added prior to an event. These practices are mandatory. Alternates must follow all rules and guidelines.

Please plan trips around planned gym closures and breaks when possible.

SICK & INJURY

Please report any injuries to Vegas Cheer Company ASAP so we can plan accordingly prior to the next practice. Athletes are required to attend practice if they are sick or hurt. Athletes will not be expected to participate but must be present.

If an athlete has an injury preventing them from participating in practice a written note from a doctor is required. In either case, it is important for the athlete to be present for any changes that may affect him/her. Note, excessive absences may lead to removal from the team. If a competition is missed due to illness or injury the athlete will not receive any rewards (medals, jackets etc.) and may not be placed on the team if a bid is awarded.

A doctors note releasing the athlete is required before the athlete is allowed to resume practicing. It is the coach's discretion when the athlete will be rechoreographed back into the routine.

FINANCIAL POLICIES

We have a comprehensive monthly price that covers most of the expenses throughout the year. During the 2022-23 season, there will be 11 monthly charges beginning June 2022 through April 2023. The All-Star deposit, evaluation fee, and registration fee will be due at evaluations. If your athlete makes a team, but chooses not to accept the position, there will be no refund.

Everyone MUST be enrolled in Auto Pay. Monthly tuition fees will be drafted on the 25th of the month prior using the primary auto pay method on file. If you prefer to use an alternate method, payment must be made prior to the 25th of the month. A \$25.00 NSF fee will be assessed to the account for any returned payments, declined credit cards, and or expired cards. A \$25 late fee will be assessed to your account if payment hasn't been made by the 1st of the month. If the account remains delinquent on the 5th of the month the athlete will be asked to sit and not participate until the payment, or an arrangement has been made. Coaches reserve the right to replace the athlete if this happens.

Monthly fees are not prorated for any reason. There are NO refunds. Any account credit will be forfeited after 6 months. Any monies paid will be forfeited if asked to leave the program or leave voluntarily. In addition, a \$500 fee will be immediately drafted from the auto pay on file.

IMPORTANT: If your account is delinquent by more than ten (10) calendar days, I understand that I will be responsible for all costs incurred for the collection of any delinquent payments, including but not limited to, attorney fees, court costs, postage, administrative time, compensation, etc.

Vegas Cheer Company also reserves the right to:

- Withhold services (team practice, private lessons, classes, etc.)
- Withhold uniforms, practice wear, bows, pro shop purchases, etc.

CROSSOVER ATHLETES – \$85 monthly

Athletes may crossover to an additional team. Crossover athletes are required to attend ALL practices for their primary team as well as their secondary team(s). Crossover athletes will incur additional fees which will be paid monthly. Committing to a secondary team(s) may require additional travel and incur other costs such as competition fees, choreography, music, uniform, practice wear etc.

MONTHLY TUITION

INCLUDED:

- Gym Tuition
- VCC Camp
- Competition Fees
- Choreography
- Music
- Coaches Fees
- Practice Wear
- Tumbling & Flexibility Classes

NOT INCLUDED:

- Uniform, Bow, Makeup
- USASF Membership Fee
- Cross competitor fees
- Registration Fees
- Travel Expenses
- Spectator Fees
- Shoes
- Additional Camps, Clinics, Specialty Classes, Open Gym, Private Lessons
- Optional gear such as warm up jacket, backpack, pro shop items, etc.

JOINING LATE

Athletes joining late will be back charged the All-Star deposit and the non-tuition portion of each monthly payment. Full tuition will be paid for the rest of the season. Fees for the previous months will need to be paid and the account current upon team placement for the athlete to begin practicing.

- June – August \$235 per month
- September – December \$200 per month
- January – May \$150 per month

DISCOUNTS

Vegas Cheer Company offers a discount per month for each sibling after the first full paying athlete for tuition. Discount does not apply to uniform, practice wear, warmups, or competition fees. Male athletes will receive a discount in their tuition. Please see the tuition payment schedule for more detailed information.

TUITION PAYMENT SCHEDULE

	DUE DATE	1st ATHLETE	2ND/3RD ATHLETE	MALE ATHLETE
JUNE	June 1st	\$400	\$367	\$345
JULY	June 25th	\$400	\$367	\$345
AUGUST	July 25th	\$400	\$367	\$345
SEPTEMBER	August 25th	\$400	\$367	\$345
OCTOBER	September 25th	\$400	\$367	\$345
NOVEMBER	October 25th	\$400	\$367	\$345
DECEMBER	November 25th	\$400	\$367	\$345
JANUARY	December 25th	\$400	\$367	\$345
FEBRUARY	January 25th	\$400	\$367	\$345
MARCH	February 25th	\$400	\$367	\$345
APRIL	March 25th	\$400	\$367	\$345

FUNDRAISING

The VCC Booster Club may provide fundraising opportunities throughout the course of the season. These fundraisers are a great way to help offset some of the costs of the season.

UNIFORMS, BOW, SHOES

Your \$450 uniform and bow fee will be broken up in 2 equal payments. The 1st payment is due August 15th and the 2nd payment is due by September 15th. If your uniform is not paid in full by September 25th a \$50 fee will be imposed, and your uniform may not be ordered. Any additional fees applied to Vegas Cheer Company to order your athlete's uniform separately will be passed onto you and applied immediately to your account. Your uniform may not be delivered if prior fees haven't been paid in full. Replacement items can be purchased if lost, damaged, or your athlete grows out of them; however, this will be at your expense.

Vegas Cheer Company will place an initial order for the black Rebel Revolution shoe in the fall. After the initial order, it's your responsibility to order a replacement online if necessary. To help alleviate wear and tear we highly recommend athletes only wear their shoes inside the gym.

PRACTICES

To help alleviate any potential conflicts prior to team placements please advise Vegas Cheer Company of any conflicts you may have on the Evaluation Form. Please note, Vegas Cheer Company can't guarantee we can accommodate all conflicts, and this can affect their placement. Exact practice days and times will be announced in your team placement email. Athletes are expected to have their hair up, shoes on, and ready to start practice on time. Habitual tardiness is not acceptable. Practices can and will be added throughout the season at the discretion of Vegas Cheer Company staff. There is no additional charge for extra practices. We do value your time and will try and plan extra practices as far in advance as possible. Additional practices should be expected within 2 weeks of any National Championship. All team practices are mandatory, and 100 % attendance will assist us in keeping extra practices to a minimum with effective & productive practices.

Only coaches and athletes are allowed on the gym floor. Parents/guests must remain in the parent viewing area. The Vegas Cheer Company parent viewing area is expected to be a positive environment for parents to watch their child. If you cannot maintain a positive attitude in the parent viewing area you may be prohibited from utilizing the area and designated as a "drop off only" parent. Due to safety concerns, parents/guests may NOT communicate at ANY TIME with athletes or coaches on the gym floor. Any type of communication or any attempt to communicate with anyone inside the gym via yelling, waving, whistling, clapping, etc. may be asked to leave the facility immediately. The coaches reserve the right to close practices at any time for any reason.

CHOREOGRAPHY

All athletes are required to attend team choreography sessions. More info will be released at a later date.

VCC CAMP

VCC Camp will be a 2-day Camp for each team. Exact dates and times will be released after team placement.

TEAM REPRESENTATIVES

Each team may have a designated Team Rep who serves as a volunteer liaison between the gym owners, coaches, and parents. This person may be responsible for sending out emails, collecting absence request forms, distributing information, coordinating team bonding, being the primary point of contact at competitions, etc. Team Reps are not employees of Vegas Cheer Company and will be assigned after team placements.

COMPETITIONS

Vegas Cheer Company will primarily compete locally, however, limited travel will be required. Vegas Cheer Company plans on attending 5-7 competitions during our regular season in which 2-3 will require travel. You will be emailed a tentative competition schedule by the end of September. Vegas Cheer Company teams may earn a bid to an end of season event (Allstar Worlds, D2 Summit, Regional Summit, or Open Championships etc.). If a bid is earned and accepted there will be additional costs incurred to attend. Attendance at all competitions is mandatory. If an athlete is unable to attend a competition for any reason, Vegas Cheer Company must be notified ASAP to make necessary accommodations and a fee of \$250 will be immediately added to the account and processed using the auto pay on file. It will be up to the Vegas Cheer Company staff when the athlete will be re-choreographed into the routine. Events can be added, deleted, or substituted without notice. Competition fees are non-refundable should an athlete be unable to participate for any reason. If a replacement athlete fills in for your athlete, all awards earned by the team will be awarded to the replacement athlete, not the original competitor. Parents are required to make travel arrangements and hotel accommodations for their athlete when competing outside of the Las Vegas area. Detailed information as far as meet times, performance times, and awards will be provided the week of the event. Please note, this information will be subject to change until the Event Producer releases a final schedule.

CLASSES AND TUMBLING PROGRESSION

Vegas Cheer Company offers unlimited tumbling, flexibility, and jumps classes to our elite competitive athletes pending class availability. Athletes may only attend tumbling classes in their evaluated level and must be enrolled in the class to participate. Vegas Cheer Company reserves the right to remove an athlete from a class at any time due to consecutive absences. Specialty classes may be offered at a discounted rate. If an athlete is unable to perform the necessary skills required for their level, they may be required to enroll in additional tumbling classes, specialty training classes, or private lessons. Anyone with a mental block or refusal to perform required skills for their level, may be removed at the discretion of the coaching staff. Vegas Cheer Company will pride itself on skill mastery & technique. Only perfected skills will be choreographed into our routines. If you do not agree with or understand our training methods, you should not participate in any Vegas Cheer Company program.

LOGOS & PROPRIETARY INFO

Vegas Cheer Company team names and logo are considered proprietary and may not be reprinted on any apparel or other items for distribution or sale. The sale or distribution of any outside products is not allowed without explicit, written permission. Vegas Cheer Company apparel will be sold through our pro shop.

SOCIAL MEDIA/BEHAVIOR

Negativity, gossip, back talking, or disrespect towards another athlete, staff member, or parent will not be tolerated, and will result in the parent room being closed. If the behavior continues to be an issue, the athlete may be removed from the program. We discourage and ask that parents refrain from commenting or communicating with athletes and coaches during practices.

Any program member who posts inappropriate content on any social media platform may be dismissed from the program. No bullying will be tolerated, either in person or on social media, texts or group chats. Any athlete who bullies may be dismissed from the program.

We ask that no team videos to be posted publicly on any social media platform (including YouTube) or any website without written permission.

CODE OF CONDUCT/SPORTSMANSHIP

Vegas Cheer Company athletes will pride themselves on setting a high standard of excellence on and off the mat. This includes respecting your coaches, teammates, parents, and other competitors. Show class, have pride and display character. Vegas Cheer Company will always win or lose with grace. Good sportsmanship, polite manners, and a kind disposition are essential attributes at all times while wearing any Vegas Cheer Company apparel. Remember, that you are always a representative of Vegas Cheer Company and any unsportsmanlike conduct will not be tolerated. This rule applies to all athletes as well as their parents and guardians.

GYM CLOSURES

- 4th of July – July 1st – 9th
- Labor Day – Sep 2nd – 5th
- Halloween – Oct 31st
- Thanksgiving Break – Nov 23rd – 26th
- Christmas Break – Dec 16th – Dec 28th
- Spring Break – March 10th – 18th
- Easter – April 9th

CANCELLATION FEE

A fee of \$500 will be applied to any person who leaves the program voluntarily, or for disciplinary reason. Vegas Cheer Company incurs additional costs when an athlete leaves the program. Re-choreographing a routine, no matter how early in the season is a very costly and a time-consuming process.

POLICIES AND PROCEDURES

Please take the time to fully read and understand the policies at Vegas Cheer Company.

- No one is allowed inside the gym area other than coaches and athletes unless permitted by staff
- No jewelry of any kind
- Use of drugs or alcohol is prohibited
- Hair must always be up and away from face
- Good sportsmanship is always mandatory
- Every competition is MANDATORY. A fee of \$250 will be assessed for any missed competition.
- Athletes and parents are not allowed to contact vendors or competition companies
- If a student is injured or sick, they are required to attend practice, and not participate.
- Habitual absences may result to an alternate position on the squad and or removal from the team
- Vegas Cheer Company reserves the right to move an athlete from one team to another team during the season. Vegas Cheer Company may move an athlete if it is for the betterment of the team and athlete. Athletes may be moved for attendance, behavior, mental block, etc.
- Failure to meet any deadline for payments will result in the athlete's loss of services and/or dismissal from the program.
- The commitment to the team is for one-year. If you quit the team or are dismissed from the program, there will be no refund and you are responsible for all unpaid fees. There is also a \$500.00 contract cancellation fee if you voluntarily quit the program for any reason or are dismissed. This fee and any outstanding balance will be due immediately.
- You are not allowed to use or threaten not coming to practice/competition as a form of punishment. This is a team sport, and we need everyone at practice
- Monthly tuition is due on or before the 25th of the prior month. All declined credit cards, returned payments, and/or expired cards will result in a \$25 non-sufficient funds fee. If tuition isn't paid by the 1st a \$25 late fee will be assessed.
- Tuition pays for the right to practice, not the right to compete
- Tuition will not be prorated for scheduled breaks and closings.
- If a student enrolls mid-season, you will be required to pay tuition to cover previous competition, coaches, choreography, and music fees
- If a balance is accrued after 60 days and you fail to pay your account, action may be taken to receive unpaid balance
- Vegas Cheer Company reserves the right to request an athlete take additional classes, camps, clinics, or private lessons to improve their skills
- Vegas Cheer Company reserves the right to request an athlete or team to practice longer or schedule an extra practice if deemed necessary. Any extra practice is MANDATORY
- Vegas Cheer Company is not responsible for any lost or stolen items. Do not bring anything of high value into the gym
- If you choose to participate in private lessons, you must book the lesson with the instructor of your choice. Take note you are paying for an allotted time slot. If you are late, you may lose that time. If you cancel a private lesson less than 24 hours in advance you will be required to pay for that lesson although you did not attend. Payment for the cancelled lesson must be made prior to attending a future lesson. Payment for your lesson is due the day of your lesson. You will be unable to attend a future lesson until payment for any previous lesson has been made. No athlete will be able to participate in private lessons if they have accrued an outstanding balance
- All due dates are strictly enforced. No exceptions
- It is unlawful to reproduce or recreate the logo for Vegas Cheer Company
- Vegas Cheer Company reserves the right to add or amend a policy at any time.

I have read the above rules and promise to abide by them. I understand that if I break any or all of the policies, that my athlete is at risk of being an alternate or removed from the team/program and will be held to the above rules and regulations of the contract. By signing below, I fully understand the financial and time commitment not only for myself but for my athlete and his or her team. I understand if I am asked to leave Vegas Cheer Company for any reason or voluntarily quit, I am responsible for the \$500 contract termination fee and any unpaid fees due immediately.

Parent/Guardian: _____ Date: _____

Cheerleader: _____ Date: _____

Auto Pay Authorization

I _____ authorize Vegas Cheer Company to automatically bill my credit card/bank account for my athlete's monthly tuition and any and all fees associated with his/her classes or team. Each month your credit card/bank account will be billed for the amount indicated and your charges will appear on your statement. All returned payments, declined credit cards, and or expired cards will result in a \$25 non-sufficient funds fee. It is the cardholder's responsibility to maintain the correct information. Please note that you are required to put both forms of payment on file. Please indicate which payment method you prefer to be processed first. Vegas Cheer Company reserves the right to process the second form of payment if your primary payment is declined.

Customer Information:

Name: _____

Athlete's Name: _____

Credit Card Information _____ Please use this as my primary payment.

Account Number: _____ Exp. Date: _____ Security Code: _____

Billing Address associated with credit card:

Street: _____

City: _____ State: _____ Zip: _____

Bank Account Information _____ Please use this as my primary payment.

Name on Account: _____

Name of the Banking Institution: _____

Routing Number: _____

Account Number: _____

By signing below, I authorize Vegas Cheer Company to automatically charge my credit card/bank account on file in the amount due, each month. I understand that my payment is to be withdrawn on the 25th of each month prior. I understand that if the transaction should be declined, a \$25.00 NSF fee will be assessed to my account. In addition, if the bank returns any payment made by check/bank draft accept full responsibly for all fees. I understand a \$25-dollar late fee will be assessed to my account if payment has not been made by the 1st of the month. If I choose to voluntarily leave the program or dismissed involuntarily, a \$500 fee will be immediately drafted from the auto pay on file in addition to any unpaid balance.

Signature: _____ Date: _____

Vegas Cheer Company Registration Form

Students Name	Sex	Age	DOB
Street Address	City	Zip	
Mothers Name	Work Phone	Cell	
Fathers Name	Work Phone	Cell	
Primary Contact Email	Emergency Contact/Relationship		Phone
Additional Children			
Name:	Sex	Age	Birthday

How did you hear about Vegas Cheer Company? _____

Agreement/Release: By signing this agreement, I _____ (*Print Name*) have fully read, understand, and agree and will abide by all information included in the Vegas Cheer Company Elite Handbook. I hereby consent to have my child participate in the all-star cheerleading program offered by Vegas Cheer Company. The risks involved in respect to such a program are fully understood. It is hereby agreed that I, my child/adopted or otherwise, my executors, waive and release all rights and claims for damages that I or my child may have at any time against Vegas Cheer Company and their representatives whether paid or volunteer, for any injury, permanent disability, or death in connection with all of Vegas Cheer Company programs or other activities related to Vegas Cheer Company. I certify that I have medical insurance on my child that will provide coverage while he/she is enrolled. I further give permission for photographs, videos, and/or audiotapes of my child to be used in print or broadcast or on social media as deemed appropriate for the promotion of Vegas Cheer Company activities.

Permission for Emergency Medical Treatment: I confirm that my child is in good health. I hereby authorize simple first aid and consent to any x-ray, exam, and medical or surgical diagnosis, which are deemed necessary in case of emergency.

RELEASE OF LIABILITY

In exchange for participation in the activity of Cheerleading and Tumbling organized by Vegas Cheer Company, use of the property, facilities and services of Vegas Cheer Company, I agree for myself and (if applicable) for the members of my family, to the following:

1. I agree to observe and obey all posted rules and warnings, and further agree to follow any oral instructions or directions given by Vegas Cheer Company, or the employees, representatives or agents of Vegas Cheer Company.
2. I recognize that there are certain inherent risks associated with the above described activity and I assume full responsibility for personal injury to myself and (if applicable) my family members, and further release and discharge Vegas Cheer Company for injury, loss or damage arising out of my or my family's use of or presence upon the facilities of Vegas Cheer Company, whether caused by the fault of myself, my family, Vegas Cheer Company or other third parties.
3. I agree to indemnify and defend Vegas Cheer Company against all claims, causes of action, damages, judgments, costs or expenses, including attorney fees and other litigation costs, which may in any way arise from my or my family's use of or presence upon the facilities of Vegas Cheer Company.
4. I agree to pay for all damages to the facilities of Infinity Cheer caused by my or my family's negligent, reckless, or willful actions.
5. Any legal or equitable claim that may arise from participation in the above shall be resolved under Nevada law.

I HAVE READ THIS DOCUMENT AND UNDERSTAND IT. I FURTHER UNDERSTAND THAT BY SIGNING THIS RELEASE, I VOLUNTARILY SURRENDER CERTAIN LEGAL RIGHTS

Signature: _____

Date: _____

VEGAS CHEER COMPANY EVALUATION FORM

INSERT PHOTO
HERE

Athletes Name: _____

Age as of 12/31/2022: _____

Birth date: _____ Grade 2022-2023: _____

School: _____ T-Shirt Size: _____

Circle **ALL** tumbling skills you throw **ON THE FLOOR & WITHOUT A SPOT**:

STANDING	STANDING SERIES	RUNNING
None	None	None
Backbend kick over	Multiple Back walkovers	Round off
Back walkover	Multiple Back handsprings	Back handspring
Back handspring	Two BHS to Tuck	Back tuck
Standing Tuck	Two BHS to layout	Layout
Jump Tuck	Two BHS to full	Full
Standing full	Two BHS to double full	Double full

List any Specialty Skills: _____

CHEER EXPERIENCE

Where	Age and Level	Stunt Position
1.		None Flyer Base Back spot
2.		None Flyer Base Back spot

Would you like to be considered for a cross over? _____ YES _____ NO

Are you willing to cheer on any VCC team, regardless of level? _____ YES _____ NO

If no, please explain why:

PLEASE LIST ANY DAYS OR TIMES THAT WILL CONFLICT WITH PRACTICE. ALSO, ANY SCHEDULED VACATIONS.
NOTE: THIS MAY AFFECT TEAM PLACEMENT.

STAFF USE ONLY
Initial for payment, date, & method of payment