

**Lampeter-Strasburg School District**  
**2021- 22 Booster Club Guidelines for Corporate Partnerships**

**Program Ads –**

Please contact Jason Jesberger, MSSG President of Marketing at [jjesberger@marketstreetsportsgroup.com](mailto:jjesberger@marketstreetsportsgroup.com) with your solicitation forms each year as early as possible. Market Street Sports will negotiate a fair price for the multiple ads (currently 7 partners) and provide the district sponsor's artwork and a check for the agreed upon amount. You can sell programs ads to competitors.

1. Howard Orthodontics
2. Lewis Insurance & Financial
3. JK Mechanical
4. UPMC
5. Shultz Transportation
6. White Willow Dental
7. CommunityAid Thrift Stores
8. Metro T-Mobile (Pending)

**Language –**

Please use the term "Proud Supporter of" not "Sponsor of L-S Football, Soccer, etc..." when referring to program advertisers in solicitation letters, websites, etc.

**Sponsorship vs. Fundraising -**

Booster clubs are prohibited from accepting dollars in exchange for overt on-campus advertising. Program advertising is allowable. Other forms of advertising may be discussed on a case by case basis with MSSG/L-S Athletic Department. Booster clubs can continue to fundraise in traditional ways in which companies, individuals or organizations purchase an item or service.

**PA Reads –**

Only sponsorship reads that come from MSSG/L-S Athletic Department are to be made during varsity home games.

**Signage –**

Please do not hang any corporate signage up during L-S home games or cover any existing signage currently hanging.

**Exclusivity Clauses –**

Most agreements with the L-S school board contain an exclusivity clause prohibiting the district or its auxiliary groups from marketing its competitors at district events. If you are uncertain who is a current partner of the district you can see an up to date list on the district website under the community relations tab.

<http://www.l-spioneers.org/About-L-S/Corporate-Sponsorships/>

Questions on any MSSG partnership or booster club related activity regarding sponsorships can be directed towards the MSSG office at (717) 509-2803.