

Lampeter-Strasburg School District
2023- 24 Booster Club Guidelines for Corporate Partnerships

Program Ads/Fundraising –

Please contact Jason Jesberger, MSSG President of Marketing at 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/logos (currently 6 partners) and provide the district sponsor's artwork and a check for the agreed upon amount. You can sell programs ads to competitors. Please don't place ads side by side.

1. Howard Orthodontics
2. Lewis Insurance & Financial
3. JK Mechanical
4. UPMC
5. Shultz Transportation
6. White Willow Dental

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.

<https://www.l-spioneers.org/about-us/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.