

Lampeter-Strasburg School District
2024- 25 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 7 partners) and provide the district sponsor’s artwork and a check for the agreed amount. You can sell programs ads to competitors. Please just don’t place competing ads side by side.

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, social media 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/LS 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. However, this clause **does not include program ads**.

Current Sponsors-

If you are uncertain who is a current partner of the district you can see an up-to-date list on the district website at www.l-spioneers.org/about-us/corporate-sponsorships

2024-25 Sponsors include-

Rip Lawhead State Farm	UPMC
Orthopedic Associates of Lancaster	Shultz Transportation
Howard Orthodontics	JK Mechanical
Willow Dental	

Prohibited Advertising - PIAA By Laws

All advertising by Sponsors is commercial in nature, is in keeping with standards of good taste, is appropriate for school-aged children, and does not seek to promote, encourage or engage in any of the following:

- a. support any non-commercial message or position;
- b. make false, misleading, deceptive or unwarranted statements or claims;
- c. infringe upon another persons' rights through plagiarism, unfair imitation of another person's program idea or copy, or any other unfair competition;
- d. disparage a competitor or a competitor's products or services;
- e. advertise lotteries or other games of chance;
- f. contain slanderous, obscene, sexual, profane, vulgar, repulsive, or offensive matters, either in theme or in treatment
- g. appeal for funds;
- h. contain testimonials that cannot be authenticated;
- i. declare or imply an endorsement by the School District of any service, product or point of view;
- j. promote the sale or use of alcohol or tobacco products; or
- k. promote unlawful or illegal goods, services or activities.

Finders Fee –

Should any booster club representatives contact MSSG with a business lead that would turn into a fully ratified district partnership agreement, MSSG will provide that booster club with a check for 10% of the first year's net profit after expenses from said partnership.

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