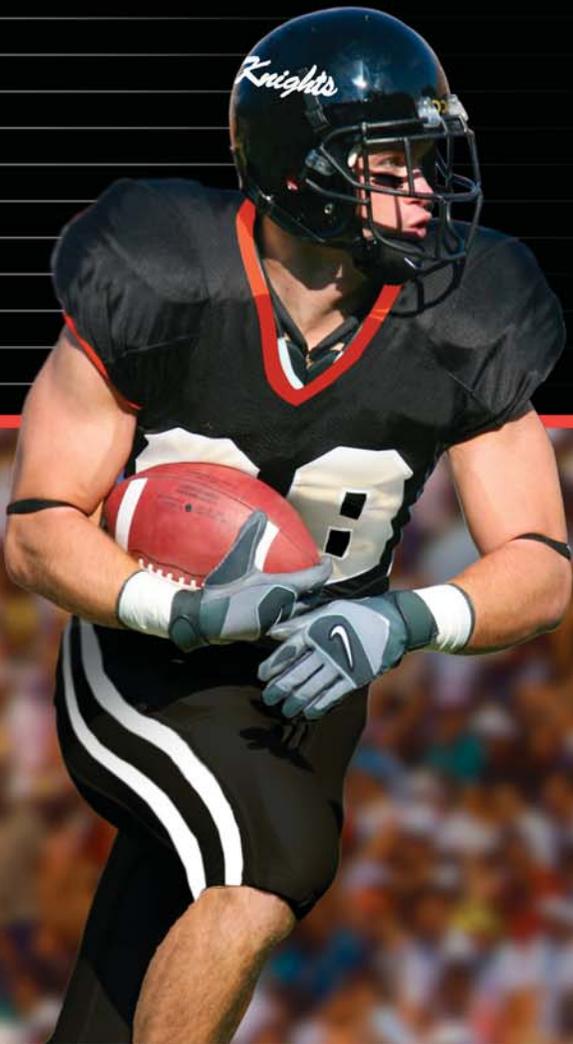




447 North Mulberry St., Suite B • Lancaster, PA 17603
717.509.2803 • www.marketstreetsportsgroup.com



Corporate Partnership
at
Hempfield School District





200 Church Street
Landisville, PA 17538-1300
Phone: 717•898•5560
Fax: 717•898•5628

Brenda J. Becker, Ed.D.
Superintendent of Schools

February 7, 2008

Dear prospective sponsors,

The Hempfield School District decided to partner with Market Street Sports Group in 2007 to implement marketing strategies that would be mutually beneficial to both the sponsors and our district. With less than a year into this partnership, success is already being realized.

Hempfield has benefited from earning revenue to help us defray the escalating costs of running a large district for a diverse population. We have enjoyed the family entertainment and larger sense of community that have been created.

Sponsors have marketed their name and message to a district of 7200 students, over 35,000 residents, and all of the visiting families who attend our events from surrounding areas. Our sponsors are highlighted through published programs, public announcements, and visible signage that keep their name and message in front of the market year-round.

Market Street Sports Group has demonstrated their commitment to our district and sponsors through prompt and customer friendly service, as well as creative and custom designed proposals. They understand the importance of finding the right match between a district and its sponsors and work tirelessly to accomplish those that will be a "good fit" for all involved.

Hempfield School District partnering with local businesses through Market Street Sports Group has been a resounding success. We look forward to our continued relationship with current sponsors and opportunities for additional partners in the future.

Sincerely,

Brenda J. Becker, Ed.D.
Superintendent of Schools

Hempfield School District Corporate Partners Program

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Market Street Sports Group assists Hempfield High School capital projects' budget through procurement of corporate sponsorships.

Market Street Sports Group has creatively revolutionized high school marketing at Hempfield High School and Lancaster County, PA by developing loyal relationships with local, regional and national corporate partners who share the same commitment and vision of enhancing the overall school experience.

BOYS
VOLLEYBALL
DISTRICT III
CHAMPIONS
1997

BOYS
VOLLEYBALL
DISTRICT
CHAMPION
1999

BOYS
VOLLEYBALL
DISTRICT III
CHAMPIONS
2000

BOYS
VOLLEYBALL
DISTRICT III
CHAMPIONS
2001

VOLLEYBALL
DISTRICT III
CHAMPIONS
200

VOLLEYBALL
DISTRICT III
CHAMPIONS
200



**SCORE WITH
OVER 45,000
DISTRICT
RESIDENTS!**

Who is Market Street Sports Group

Jeff Bertoni - President of Sales

Jeff, was key member of the Lancaster Barnstormers sales team and played an instrumental role in an effort that brought over 758,000 fans to Clipper Magazine Stadium, over it's first two seasons. Jeff helped them reach new highs recognized through out minor league baseball. A firm believer in "the customer comes first", Jeff continues to implement a fun, unforgettable in game experience as the teams on field host, I.M. Fun. Bertoni came to Lancaster from Frederick, Maryland where he taught for 15 years in Montgomery County. He was also a regular on the Montgomery County Public School Systems television production of "Homework Hotline Live", which he co-hosted for over 8 years. A nominee for several prestigious teaching awards, Bertoni spent his summers with the Frederick Keys where he started as a Mascot Coordinator and advanced to become a member of the sales and marketing team as the Director of Game Day Presentation. Since 2006, Jeff now President of Sales for Market Street Sports Group has helped secure over \$1,000,000 worth of high school sponsorships for the PIAA and area school districts.

Jason Jesberger - President of Marketing

Before coming to Lancaster, Jason spent 4 years with the AFC Champion Buffalo Bills as part of their stadium operations department. In addition to his football experience, he worked in sports radio in the Buffalo/Niagara Falls area on WBEN Radio 930 and WJL1440 AM.

Jesberger, spent nine years as the Site Director of Envisions, a division of the Manheim Township Education Foundation, where he also served as a board member for 6 years.

He led the Marketing, Community Relations and PR departments of the Lancaster Barnstormers since the team's inception. Jason's dedication to detail has helped to create and fill a desire within the community for affordable family entertainment. His Departments have driven 758,000 fans through turnstiles of Clipper Magazine Stadium culminating in two unforgettable playoff wins that brought a championship to Lancaster for the first time in 55 years. Jason left the team shortly after to start Market Street Sports Group.

Frank Hoke - Chief Financial Officer

Frank, graduated from York College in 1975 with a Bachelor's degree in Accounting. Frank has held various accounting and management positions mainly in manufacturing. Frank spent 30 years working for ITT Industries, where he worked in different departments ranging from Manager of Costs & Budgets to the Controller of Domestic Operations for the ITT Valve Division. At the end of June 2005, Frank retired from ITT Industries. Frank came to Market Street Sports Group after a stint as the bookkeeper for the Johnstown Chiefs of the ECHL and has recently been appointed to the Penn Manor School District School Board.

Market Street Sports Group understands sports marketing! Experience in 5 different professional sports leagues!

Market Street Sports Group understands education, with 24 years combined teaching experience!

Market Street Sports Group Proudly Represents.



Why High School Sponsorship Works

The realm of school district sponsorship has been a vastly untapped and difficult market to enter! But in August of 2007 Market Street Sports Group teamed up with the Hempfield School District to increase your company's visibility, initiate traffic to your locations, deliver an unmatched potential for new customers, and get you a return on your investment. Let us promote your company by tailoring an approach to give you visibility and allow you to hit your target in this emerging market. The value of a corporate sponsorship with Hempfield High School and Market Street Sports Group truly is priceless!

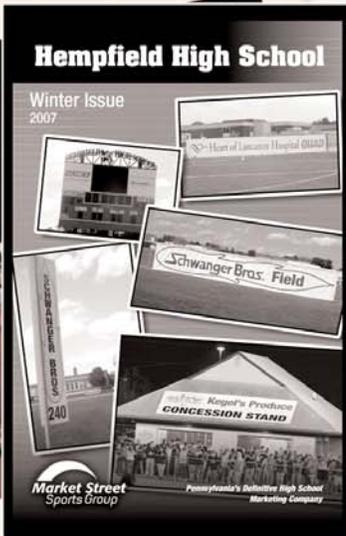
Benefits of becoming a corporate partner are numerous. A sponsorship will enhance your company's/organization's community relations efforts. Stimulating a community wide feeling that your company embraces and recognizes the importance of high school students as an integral component in Lancaster County's future. The potential also exists to increase and maximize brand awareness of your company's products and/or services.

A sponsorship is not limited to just one event or venue because this opportunity can extend throughout the Hempfield High School campus and has the ability to reach every resident in the Hempfield School District. As an organization, we feel the importance of reaching out into the local community, while giving our partners the utmost attention and exposure, creates a win-win opportunity and a quicker return on investment.

Corporate partnerships may benefit the students through the creation of scholarships and mentoring programs, facility upgrades such as the newly installed state of the art video board at the stadium, and increased booster club funding opportunities. The district's residents will benefit as corporate partnerships will help control the local school tax burden.

Our goal is to give back to the community by improving the quality of life, bringing people together and enhancing everyone's experience, but especially the sponsors!





Get discounts, offers and information out to 22,000 households up to three times a year through the Hempfield Corporate Partners mailer!



Heart of Lancaster Hospital's partnership with Hempfield is extremely positive! Our new hospital near the Lancaster airport is only about 6 miles from the high school, but was unknown to many Hempfield School District families. The Hempfield area is very important to the hospitals growth and we're delighted to raise awareness through the new naming rights program. Heart of Lancaster Hospital is proud to sponsor Hempfield's Quad and would encourage other businesses to become corporate partners.

**Ann G. Reid, Heart of Lancaster Hospital
Director of Marketing and Community Relations**



"My experience with Market Street Sports Group has been nothing but positive. I was very excited when approached with the idea of an advertising partnership with Hempfield School District. Having graduated from and coached at Hempfield, it created the perfect opportunity to give back to the school and community while promoting Wilco Electric at the same time. I am looking forward to working with the professionals at Market Street to develop additional promotional opportunities as part of our advertising package in the future."

**Rodger Brubaker,
President of Wilco Electric Inc.**

"High school marketing is a field that's about to blow up like college blew up 20 years ago. Schools have to realize that making money isn't a bad thing. They are, and should be, competing for the exact same dollar the Pacers and the Colts are."

**Judith Thomas, Director of Marketing
for the National Federation of State
High School Associations**



Hempfield School District Facts and Figures

Hempfield School District is located in Lancaster County PA, in the heart of what is commonly known as the Pennsylvania Dutch country. Hempfield has become one of the largest and most diverse school districts in the area with over 7,000 students and over 850 employees.

The Hempfield School District is comprised of one high school, two middle schools (grades 7 and 8) and seven elementary schools. In 1995 Hempfield High School was renovated and remodeled to include a two-story science wing, a Technology Center, and the Performing Arts Center. Construction of a new middle school and a primary center was completed in 1994. Renovations to Centerville Elementary School have recently been completed and renovations to its neighbor school, Centerville Middle School, are in the final stages. Students and faculty there are enjoying new and updated surroundings.

New elementary school buildings in Mountville and Rohrerstown were completed and open to students in spring 2004.

Hempfield High School offers an extensive choice of electives, Honors, and AP courses. Students may choose to participate in clubs and a variety of extracurricular activities including athletics and the performing arts.

Hempfield School District By The Numbers

10 - Total Number of Schools K-12

24 - Varsity Sports Teams

66 - Competing athletic teams

71 - Clubs that meet weekly

820 - Students involved in band, orchestra, and choral groups

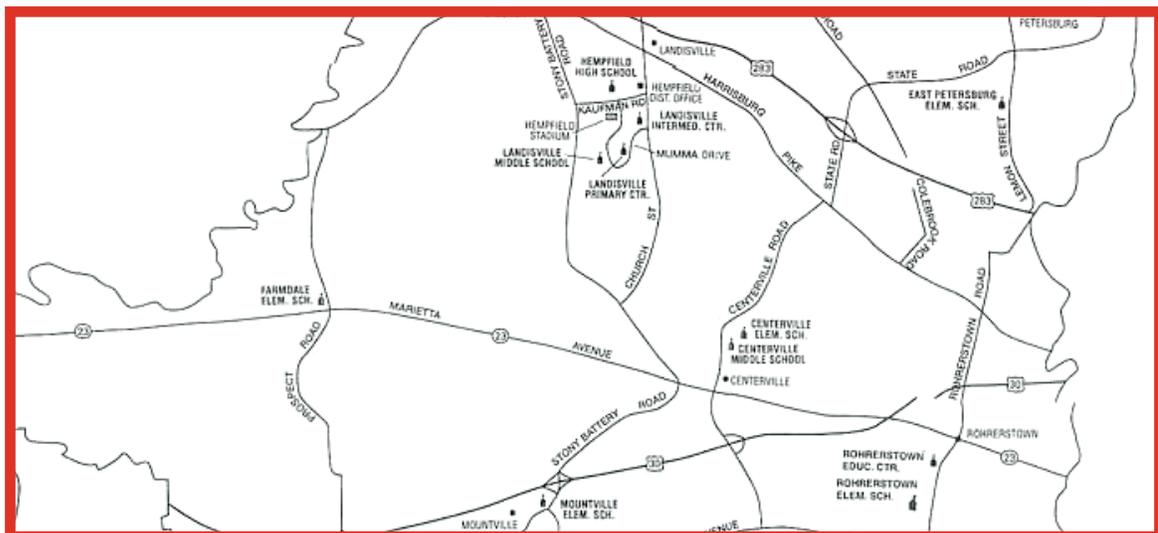
1,449 - Students participated in inter-scholastic athletics

2,421 - Students attending Hempfield High School

7,206 - Total Number of Students in the Hempfield School District

45,277 - Population within the Hempfield School District

\$60,367 - Median household income of the Hempfield School District



Hempfield School District extends over 44 square miles encompassing Salunga, Landisville, East Petersburg, Centerville, Rohrerstown and Mountville. The district is thus divided into six elementary attendance areas.

Venue Highlights

Performing Arts Center and Box Office

Hempfield's Performing Arts Center is among the best constructed, and most expensive, high school stages in Pennsylvania.

Hempfield High School is renowned for its extensive theater program and is highly regarded for its annual original production of "Dance Theatre", a completely original show whose profits go to various worthy foundations. The "PAC" is often rented out by local dance companies and performance groups to hold their productions. The "PAC" can comfortably seat 1,200 patrons per performance. Hosting events of all natures the "PAC" has seen dance recitals, opening day assemblies, class meetings, as well as each year's high school musicals and plays. This is a well used facility that plays host to over 40,000 supporters of the arts who grace its door each year.



Buchanan Gym and Lobby

Buchanan Gymnasium is the hub of Hempfield's indoor athletic programs. The facility boasts three full court basketball courts with retractable seating for fans. It is home to Black Knights Boys and Girls Volleyball, Boys and Girls Basketball, and Wrestling. The gym also plays host to the Hempfield Youth Association's Volleyball and Basketball leagues. It is in use all year round with various summer basketball leagues, pep rallies, P.E. classes, Hempfield Sports Camps and wrestling tournaments. The Lancaster- Lebanon League, District Three and the PIAA routinely hold playoff games at Buchanan Gym, bringing it's total usage to nearly 190,000 participants a year!

Franklin Gym

Franklin Gym is home to Hempfield's Jr. High athletic programs. Like its varsity counterpart the facility is used year round. P.E. classes, games and practices are just the beginning. Hempfield Youth Volleyball, Basketball and the Hempfield Soccer Club are Franklin Gym tenants, as well as cheerleading practices and tryouts, an annual blood drive, after-school clubs, summer camps, and various tournaments. The Franklin gym is used by well over 66,500 people throughout the year.





Hempfield High School Stadium

The stadium's state of the art synthetic grass surface system makes it the most versatile facility on campus and allows for the stadium to be used year round.

Over the summer with 7 on 7 football practices and games, field hockey, soccer, track camps, and a myriad of community members who use the track for recreation the stadium is abuzz.

The fall brings the popping of pads as football kicks off along with field hockey and soccer. The stadium hosts the Black Knight scrimmages, regular season home games and district playoff games. The fall also sees the stadium used for outdoor P.E. classes.

The temperatures may drop in the winter but not the field usage! The turf remains playable and the Hempfield Soccer Club, Franklin and Marshall College, and the Fall Soccer Classic all hold events there during the winter months. Lacrosse, Soccer and Track all hold winter practices there as well.

Spring is the busiest time of all with track and field practices daily, the Lancaster- Lebanon League meets, Jr. High and Varsity Invitationals, Girls Soccer games and practices, Boys and Girls Lacrosse games, club rugby games, P.E. classes and the ever popular Challenge Day all taking place. Not to mention the communities use for recreation and all of the playoff dates for spring sports. The Hempfield High School Stadium is actively used by nearly 100,000 participants year round.



Hempfield Stadium hosts U.S. Open Soccer Showdown

Last summer the Harrisburg City Islanders defeated the D.C. United 1-0 in front of 5,217 local soccer fans to move into the quarter finals of the US Open Cup! The visit to Hempfield by the United was the time a MLS franchise has ever come to play a contest in Lancaster County.



New Stadium Signage

Potential customers from the following area school districts will also see your sign as they compete against the Black Knights each season:

Annville-Cleona, Cedar Crest, Cocalico, Columbia, Conestoga Valley, Donegal, ELCO, Elizabethtown, Ephrata, Garden Spot, Lancaster Catholic, Lampeter-Strasburg, Lancaster Mennonite, Lebanon, Lebanon Catholic, Manheim Central, Manheim Township, McCaskey, Northern Lebanon, Penn Manor, Pequea Valley, SOLANCO, and Warwick

Library

The Hempfield High School Library Media Center offers access to a wide range of up-to-date resources in diverse mediums. The library's book collection exceeds 20,000 volumes and includes special collections in Literary Criticism and many other curricular related topics. The library subscribes to over 100 periodicals and the non print collection exceeds 3,500 items and includes many notable educational videos. Several outstanding online subscription databases which can be accessed both at home and at school. The media resource collection is an essential component of the library's support of the research endeavors of the Hempfield High School students and faculty.

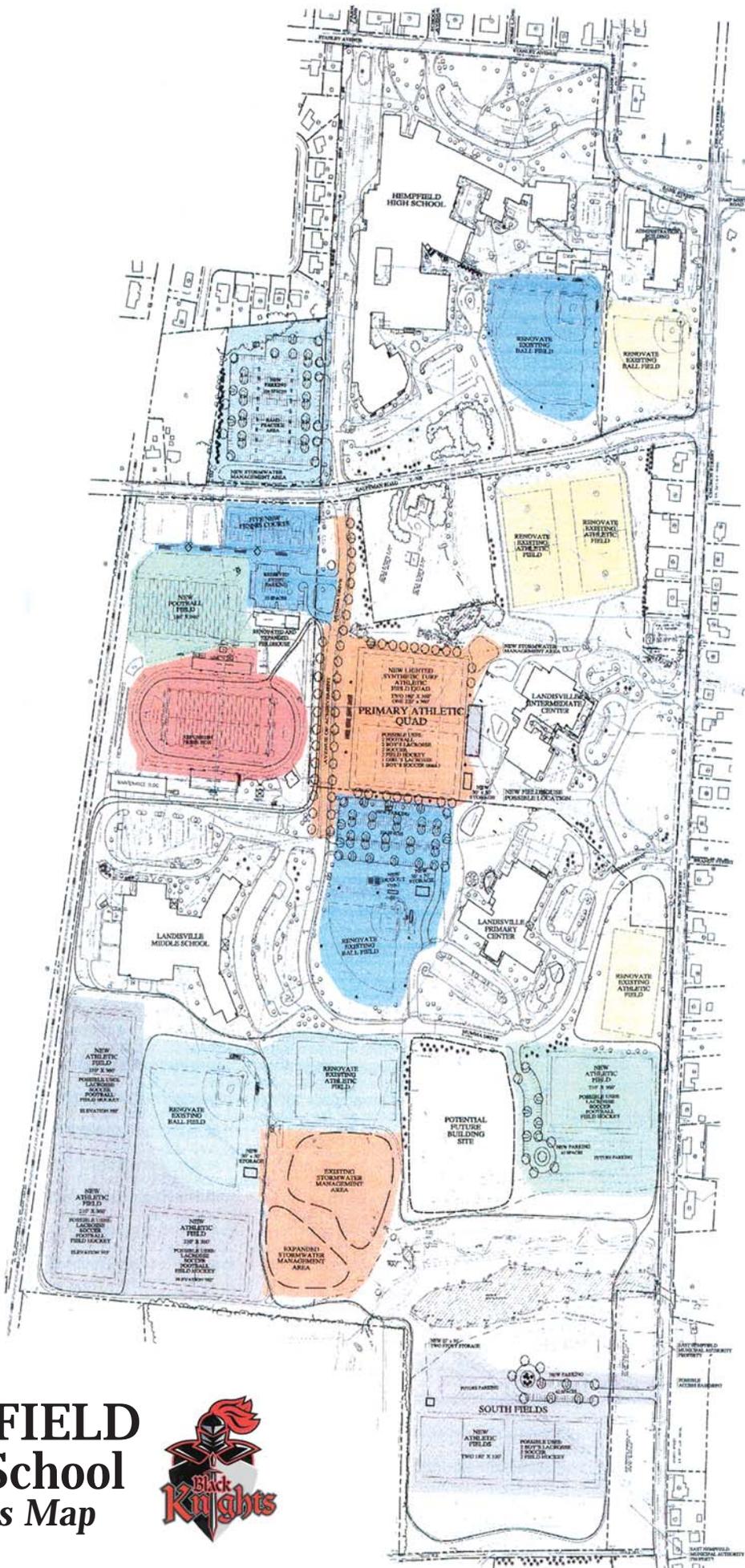


TV Studio

Hempfield boasts a state of the art TV studio that broadcasts the morning announcements live through out the campus. This studio also creates original content such as Hempfield Happenings, the monthly cable show about the news and events around the School District. Students in the high school Communication Technology Three class produce the show. Hempfield Happenings airs on Channel 66 for Comcast Cable customers in both East and West Hempfield Saturdays at Noon, Sundays at 4:30 p.m., and Mondays at 7:00 p.m.

Other Sponsorship Opportunities are available for the following locations:

Student Commons, Administration Building Main Lobby and Conference Room, Guidance Office, Nurse's Office, Art Rooms, Graphic Design Lab, Photo Lab, Wrestling Room, Band Space, Chorus Space, and Ensemble Room!



HEMPFIELD High School Campus Map



The Student Life

“The mission of the Hempfield School District, in partnership with the community, is to provide a positive educational experience as the foundation for all students to achieve their full potential as citizens in an ever changing society.”

Participation in extracurricular activities provides opportunities for students to explore areas of interest beyond the classroom. Students are able to develop leadership skills, express ideas, show responsibilities, and learn to respect the rights of others while practicing self-discipline.

The Hempfield Board of School Directors provides funding for 24 varsity sports. The goal is to develop highly competitive athletes without losing sight of the educational process and its values of sportsmanship, health, and scholastic achievement. With this year's win by the girls volleyball team, Hempfield is on a string of eight consecutive years in which a team has won a PIAA State title.

Hempfield Student Life

- 24 - Varsity Sports played
- 67 - Total athletic teams
- 71 - Weekly club meetings
- 325 - Students enriched by the plays, musicals, and Dance Theater productions
- 435 - Students in National Honor Society, Student Council, Varsity Club, and Steering Committees
- 820 - Students involved in band, orchestra and choral groups
- 1,449 - Students participating in inter-scholastic athletics
- 2,259 - Students participating in weekly clubs

CLUB SPOTLIGHT: The Video Production Club is open to a small number of students who have prior experience in Comm. Tech. classes and video production. Members work during club as well as after school and some weekends to produce videos of school activities. Members commit to volunteering time to these projects. Students in this club enhance their knowledge of shooting and editing techniques while providing valuable resources and services to the students and faculty in the form of publicity, public relations and video records of school performances and events.



Naming Rights Packages that Actively Engage the Community!

On the Hempfield High School campus; students, teachers, and their families spend hours studying, teaching and enjoying extra curricular activities. These popular areas afford YOUR COMPANY a unique way to build brand loyalty with thousands of people each and everyday.

“Naming Rights” is more than just the hanging of a sign, our “active engagement” strategy enables us to deliver added value and have highly productive communication with the entire school district community. Your company will “ACTIVELY ENGAGE” the students, staff and residents of the Hempfield School District and ensure a quick return on your investment.

Through a district wide, category exclusive, multi year naming rights package your company will be supporting the students, faculty and programs at Hempfield. The Hempfield community will in turn support the companies that are enhancing the overall experience of their students.

Naming Rights Packages may include some of the following elements:

- Your logo incorporated into signage strategically placed around the venue of your choice.
- Media exposure on local broadcasts and newscasts of Black Knight athletic events and theater productions.
- Public address announcements made at various athletic events throughout the school year.
- Logo slates run on Hempfield Stadium’s new state of the art video board during all stadium events.
- On-site opportunities such as enter-to-wins, data base collection, in-game promotions, displays, t-shirt tosses or marketing booths.
- Sampling, giveaways or discounts to Black Knight fans.
- Logo and link on the Hempfield School District Website.
- Inclusion in three Hempfield High School Mailers sent district wide.
- Full page program ads in various athletic and theater programs
- Creation of internship, mentoring, job shadowing or student driven programs.
- Inclusion on Hempfield’s approved speakers list
- Category Exclusivity
- Other elements agreed upon by the Hempfield School Board and sponsorship committee

To become involved in this new and powerful marketing concept, contact Market Street Sports Group at 1-717-509-2803 or www.marketstreetsportsgroup.com today as the number of sponsorships are limited!

