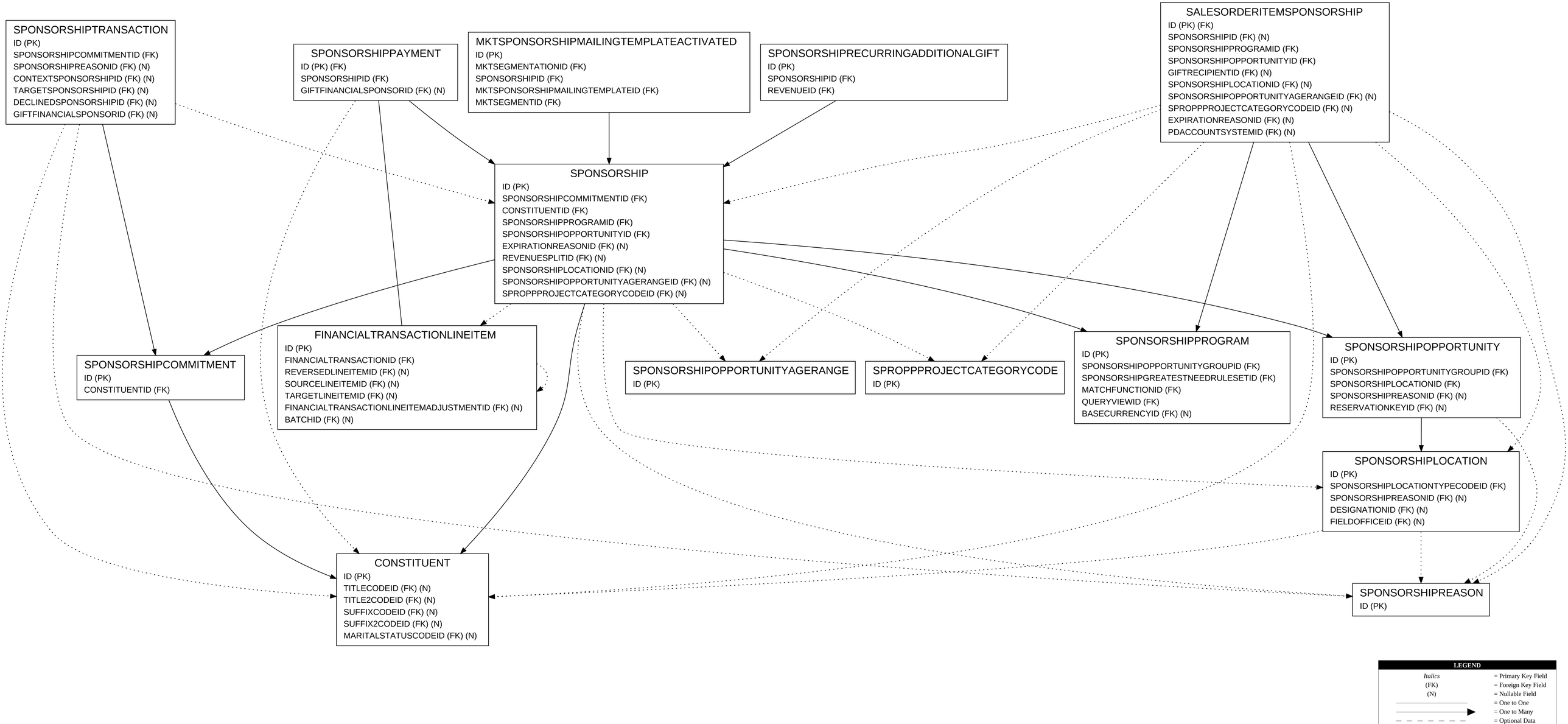SPONSORSHIP