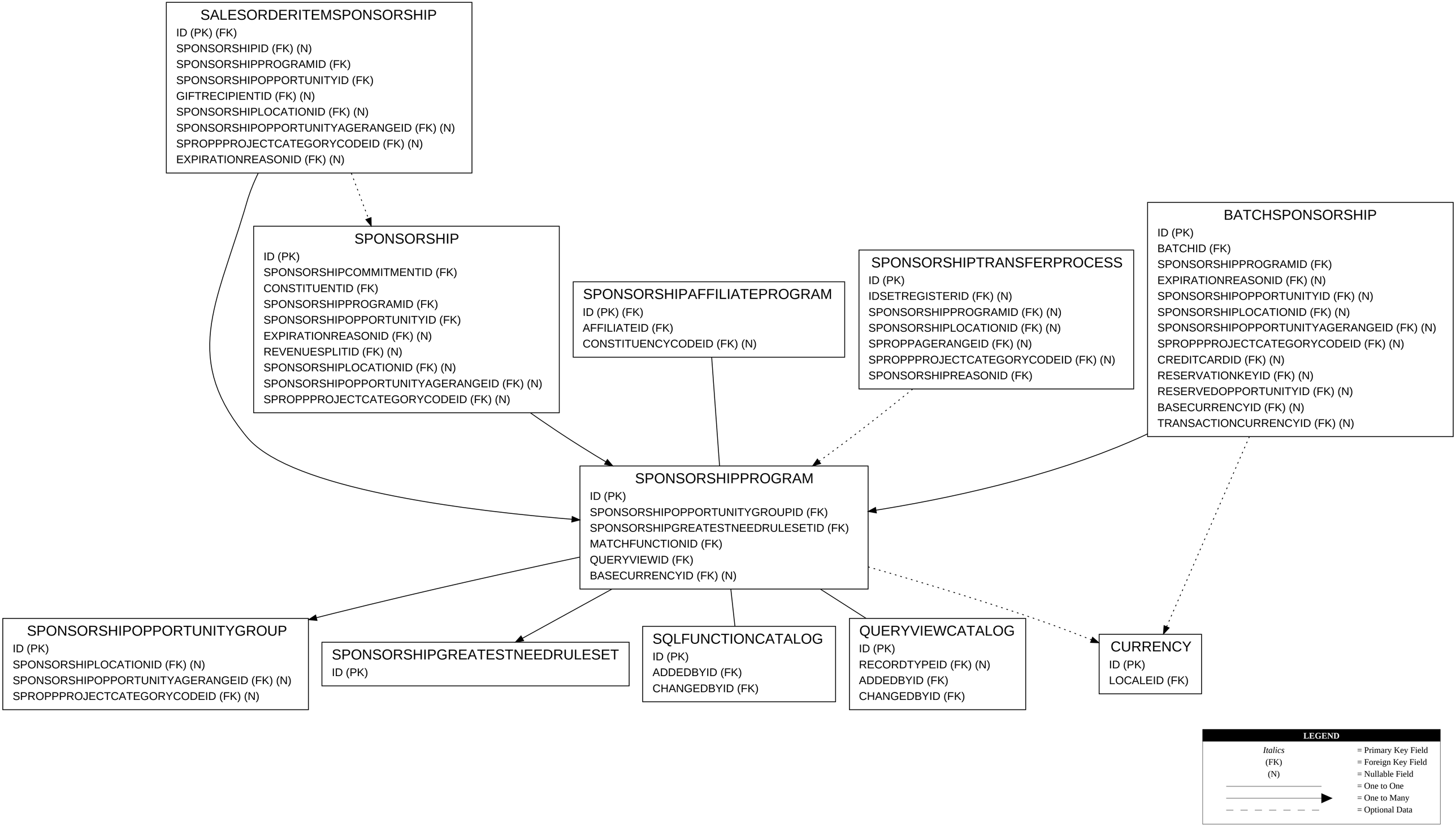SPONSORSHIPPROGRAM