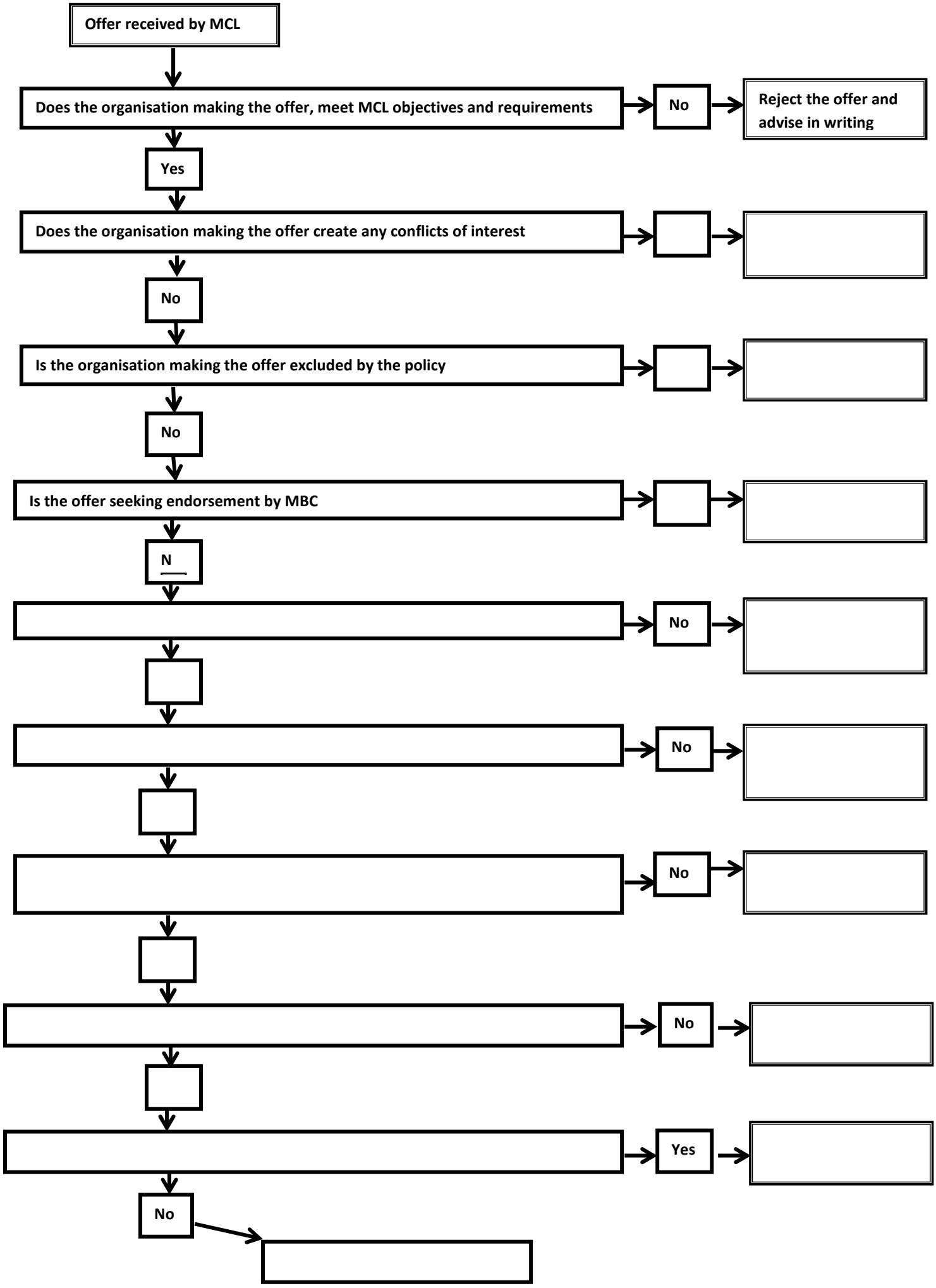Appendix 2 Assessing Sponsorship Offers