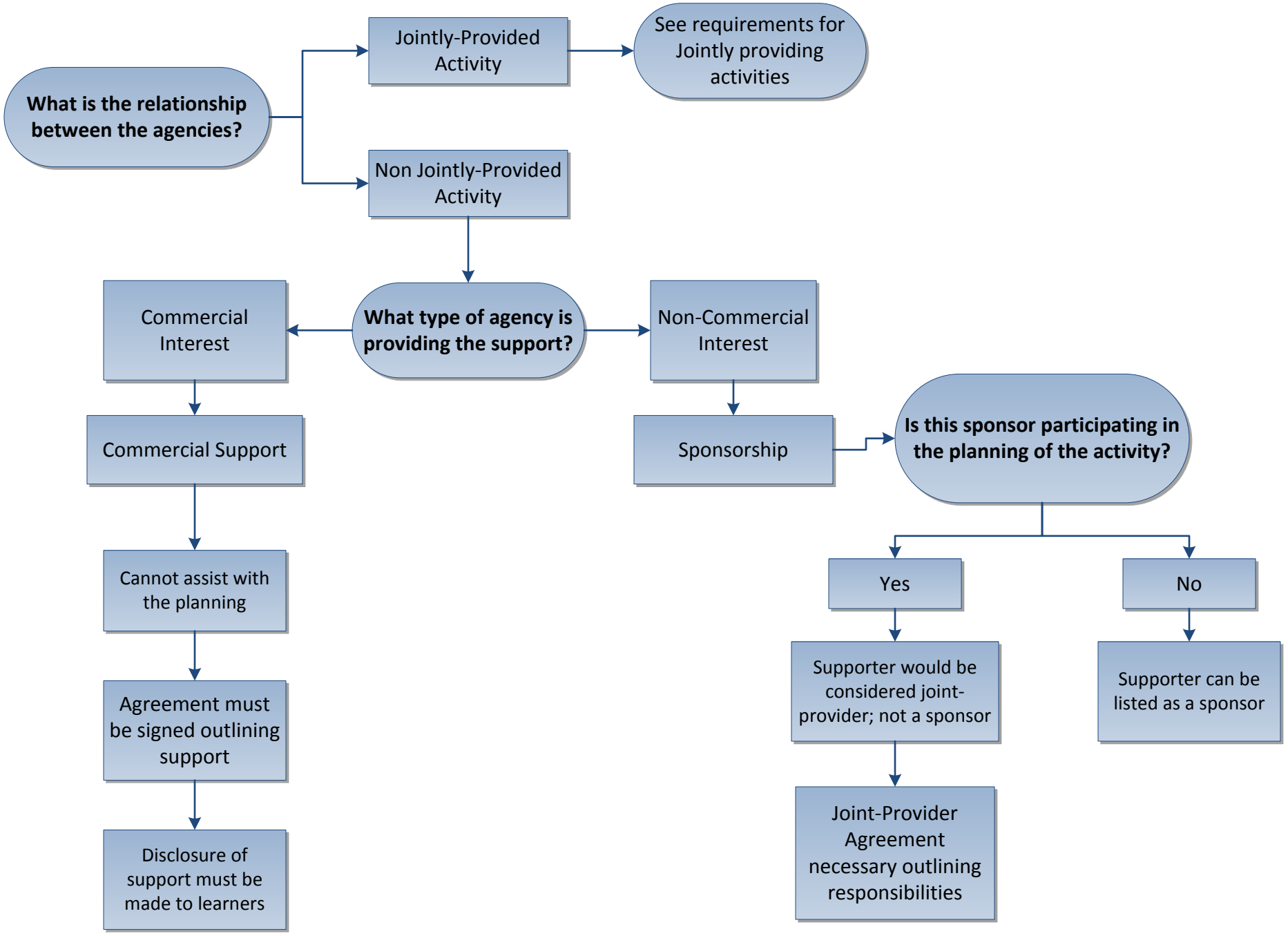Commercial Support & Sponsorship Decision Tree