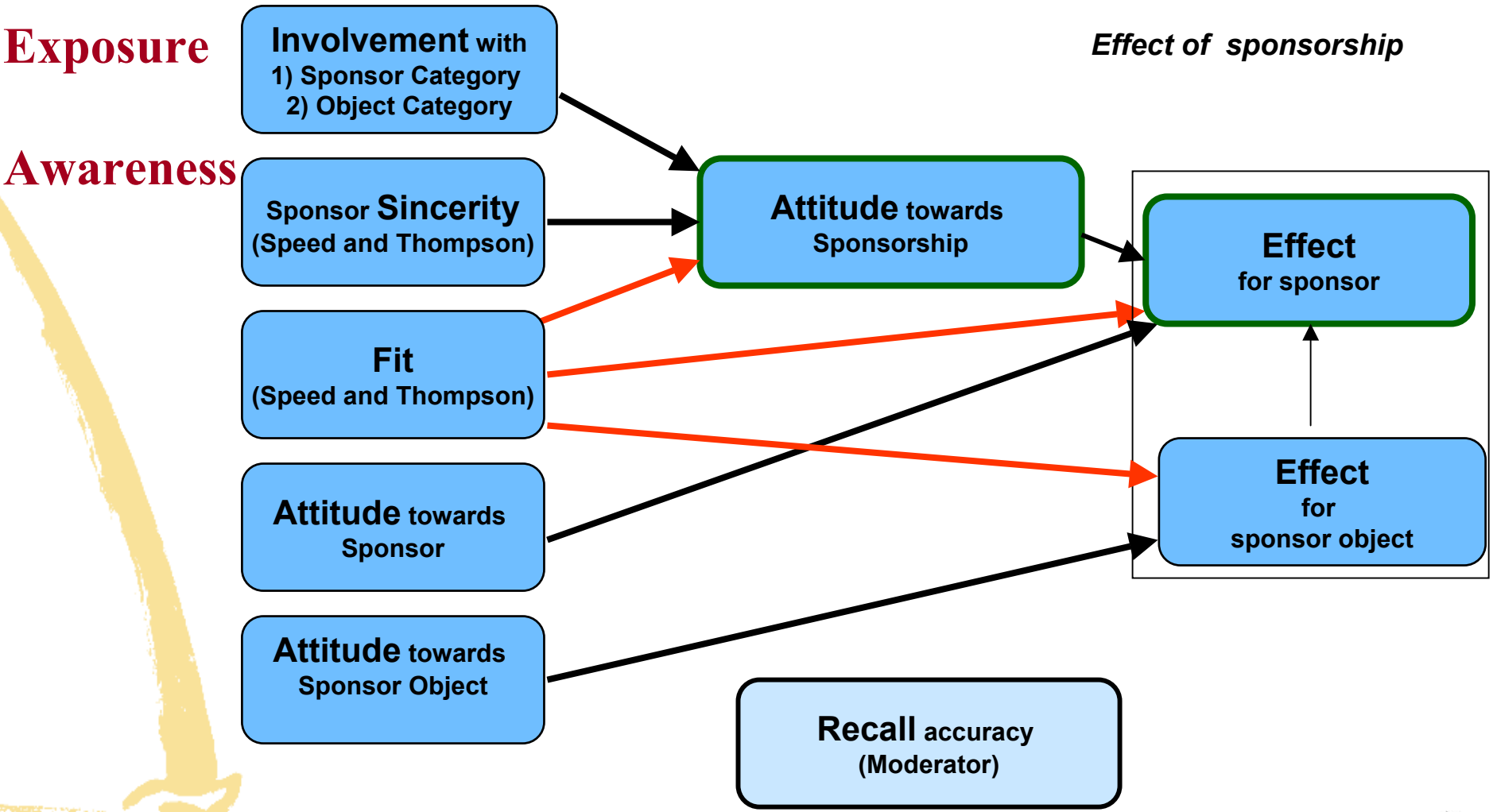What creates Sponsorship effect?
The ”B2C Sponstest Model”