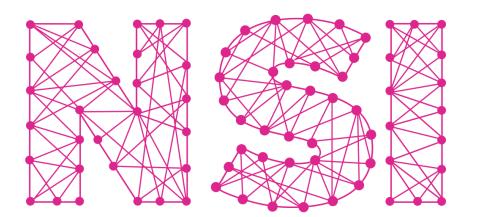
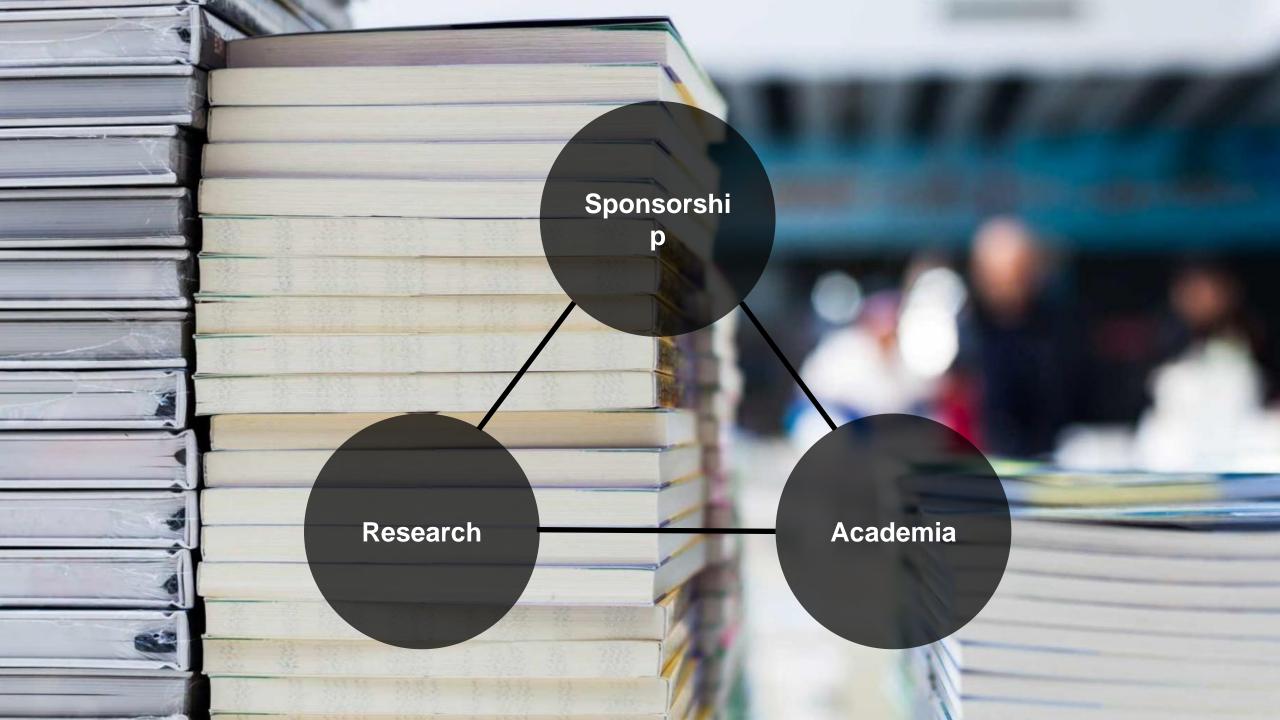
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# The National Sponsorship Incex

#### Fandom

## Goodwil

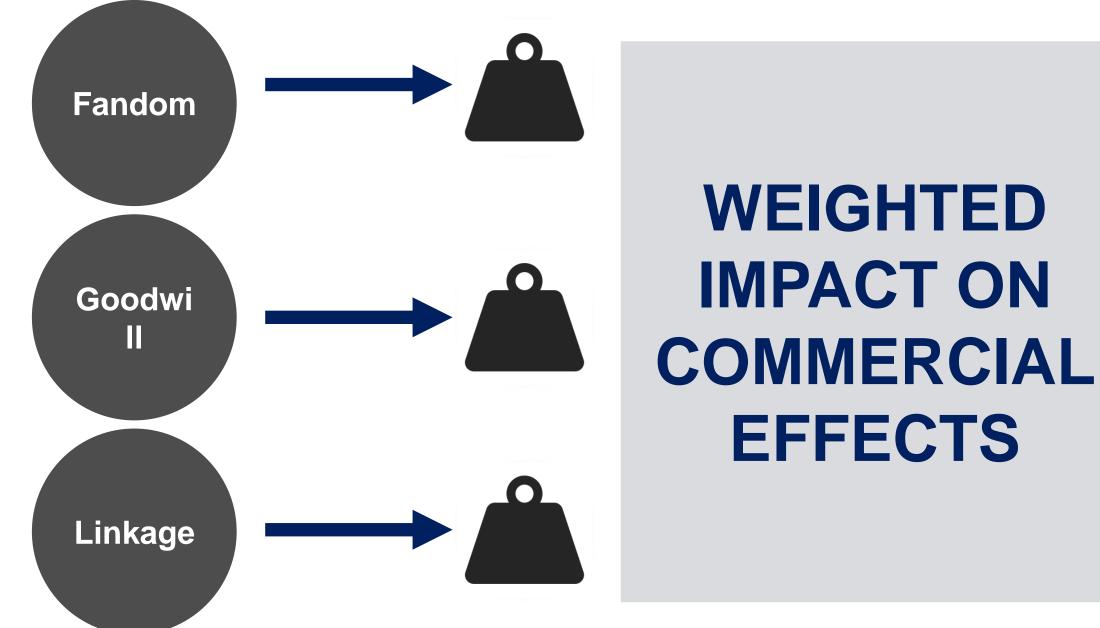
### Linkage





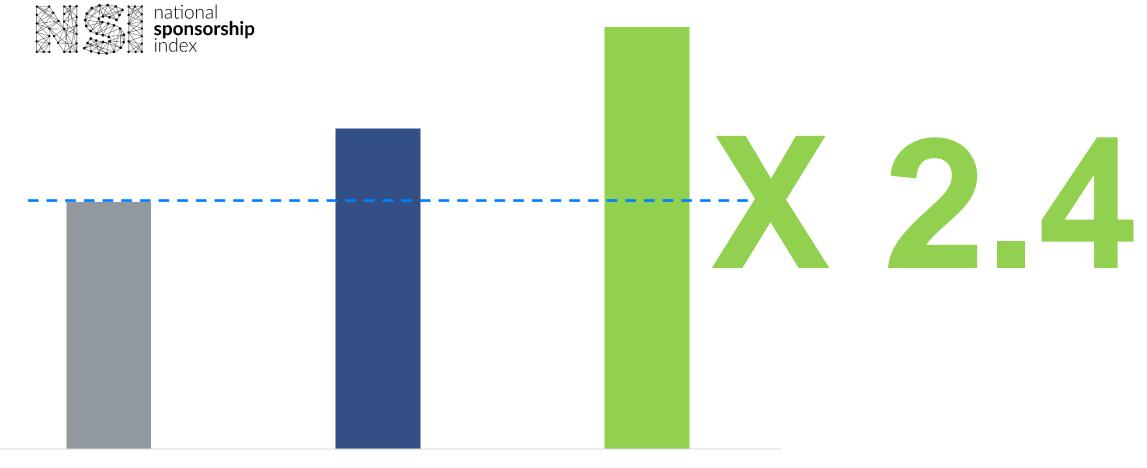
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### **Improving Effectiveness**

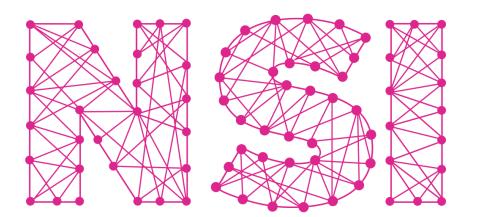




Baseline Commercial Effects Sponsorship with brand linkage

Sponsorship with goodwill

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