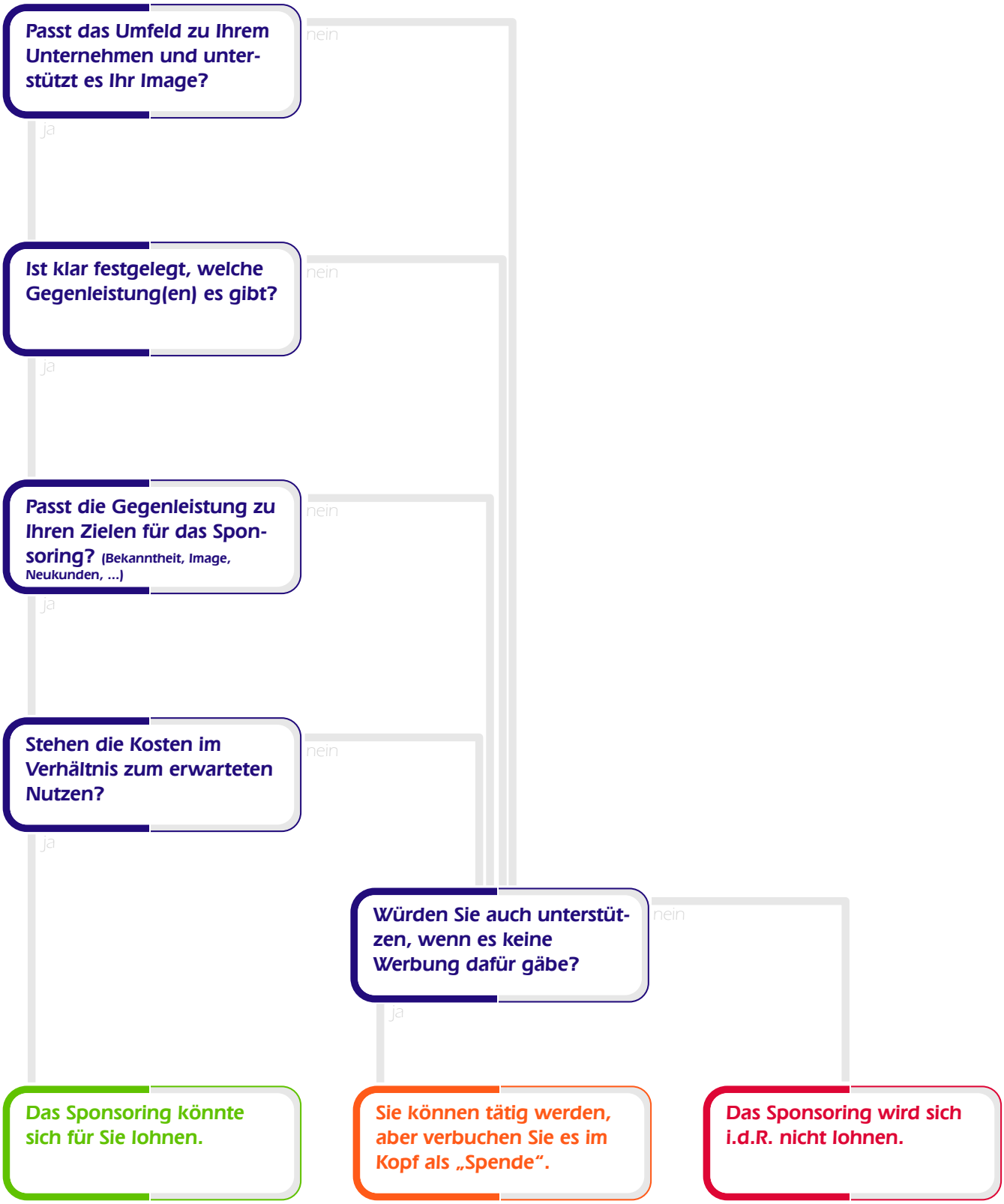Welches Sponsoring lohnt sich?