

race car sponsorship proposal template

race car sponsorship proposal template serves as an essential tool for drivers and racing teams seeking financial backing from sponsors. Crafting a compelling and professional proposal can significantly increase the chances of securing partnerships that fuel competitive racing endeavors. This article delves into the critical components of an effective race car sponsorship proposal template, highlighting strategies to attract sponsors, structure the document, and present value propositions persuasively. Understanding how to communicate benefits, audience reach, and promotional opportunities within the proposal is vital. Additionally, insights into customizing templates to reflect brand identity and sponsor interests are explored. This comprehensive guide aims to equip racers and marketing professionals with the expertise to develop proposals that resonate with potential sponsors and foster long-term collaborations.

- Understanding the Purpose of a Race Car Sponsorship Proposal
- Key Elements of a Successful Sponsorship Proposal
- How to Structure Your Race Car Sponsorship Proposal Template
- Tips for Writing Persuasive Content in Your Proposal
- Customizing the Template for Different Sponsors
- Common Mistakes to Avoid in Sponsorship Proposals
- Utilizing Visuals and Data to Enhance Your Proposal

Understanding the Purpose of a Race Car Sponsorship Proposal

A race car sponsorship proposal template is designed to formally present an opportunity for businesses and brands to invest in a racing team or driver. The primary purpose is to outline the mutual benefits of sponsorship, including brand exposure and marketing reach, while detailing the needs and goals of the racing entity. Effective proposals clearly communicate why a sponsor should allocate resources and how their investment will translate into measurable returns. This foundational understanding helps tailor the proposal's content, ensuring it aligns with both the sponsor's and the racer's objectives.

Identifying Target Sponsors

Before drafting a sponsorship proposal, it's essential to identify potential sponsors whose products or services align with motorsports or the target audience. This alignment increases the likelihood of a positive response. Companies in automotive, technology, energy drinks, and lifestyle sectors often seek exposure through race car sponsorships. By understanding the market and potential sponsors'

interests, the proposal can be customized to address specific brand values and marketing goals.

Benefits for Sponsors

Sponsors gain significant advantages from race car partnerships, such as increased brand visibility at events, media coverage, and access to niche markets passionate about motorsports. The proposal should emphasize these benefits clearly, showcasing how sponsorship supports both promotional objectives and community engagement. Highlighting these aspects reinforces the value proposition and demonstrates a well-rounded understanding of sponsor expectations.

Key Elements of a Successful Sponsorship Proposal

A race car sponsorship proposal template should include several essential components to effectively communicate the opportunity. These elements work together to build credibility, present clear value, and encourage sponsor commitment. Including each section thoughtfully ensures a comprehensive and professional document.

Introduction and Executive Summary

The introduction sets the tone by presenting the racer or team, their achievements, and the overall mission. The executive summary concisely outlines the sponsorship opportunity, key benefits, and financial requirements. This section should capture the sponsor's attention quickly and motivate further reading.

Background and Racing History

Detailing the racer's or team's history, including past successes, race participation, and future goals, establishes credibility. It demonstrates experience and commitment, which reassures sponsors about the professionalism and potential impact of their investment.

Sponsorship Levels and Benefits

Clearly defined sponsorship tiers with corresponding benefits help potential sponsors understand available options and the value each level provides. Benefits may include logo placement on the car, team apparel, event signage, social media promotion, and hospitality opportunities.

Marketing and Media Exposure

This section outlines how the sponsor's brand will be promoted through race events, media coverage, and digital platforms. Providing data on audience demographics, viewership statistics, and media reach strengthens the proposal's appeal.

Budget and Financial Details

Transparency regarding the funding required and how it will be allocated builds trust. Sponsors appreciate clear budgets that explain costs related to equipment, travel, promotion, and team operations.

Call to Action

Ending the proposal with a persuasive call to action encourages sponsors to take the next step, whether it's scheduling a meeting, requesting additional information, or signing an agreement. Making this process easy and straightforward is crucial for conversion.

How to Structure Your Race Car Sponsorship Proposal Template

A well-structured race car sponsorship proposal template enhances readability and professionalism. Organizing content logically helps sponsors quickly identify key information and assess the opportunity efficiently.

Title Page and Contact Information

The title page should include the proposal title, racer or team name, logo, and date. Clear contact information for the team manager or sponsorship coordinator ensures sponsors know how to reach out.

Table of Contents

Including a table of contents at the beginning allows sponsors to navigate the document easily, especially when proposals are detailed and lengthy.

Sectioned Content Layout

Dividing the proposal into clear sections, such as Introduction, Racing History, Sponsorship Packages, Marketing Plan, and Budget, improves clarity. Each section should have descriptive headings and concise paragraphs.

Professional Formatting

Using consistent fonts, bullet points, numbered lists, and adequate white space enhances the document's visual appeal. Professional formatting reflects the seriousness and quality of the sponsorship opportunity.

Tips for Writing Persuasive Content in Your Proposal

Compelling writing is key to a successful race car sponsorship proposal template. Persuasive content connects with sponsors on both emotional and rational levels, emphasizing benefits and addressing concerns.

Focus on Sponsor Benefits

Prioritize outlining how sponsoring the race car will improve the sponsor's brand awareness, customer engagement, and sales. Customizing benefits to the sponsor's industry and marketing goals increases relevance.

Use Data and Testimonials

Incorporate statistics about race attendance, media reach, and social media engagement to provide evidence of marketing potential. Testimonials from previous sponsors or industry experts add credibility.

Maintain Clarity and Conciseness

Avoid jargon and overly technical language. Clear, straightforward writing ensures the proposal is accessible to decision-makers who may not be familiar with racing details.

Incorporate a Professional Tone

Use formal, respectful language that reflects professionalism. This tone fosters trust and positions the proposal as a serious business document.

Customizing the Template for Different Sponsors

Generic proposals often fail to capture sponsor interest. Tailoring the race car sponsorship proposal template to each potential sponsor's brand and objectives enhances effectiveness.

Research Sponsor Backgrounds

Understanding the sponsor's business, target audience, and marketing strategies allows for customization that speaks directly to their needs and challenges.

Align Proposal Content with Sponsor Values

Highlight aspects of the racing team or event that resonate with the sponsor's corporate social responsibility goals, innovation focus, or community involvement.

Adjust Sponsorship Packages

Modify sponsorship levels and benefits to fit the sponsor's budget and desired exposure. Offering flexible options can accommodate diverse sponsor requirements.

Common Mistakes to Avoid in Sponsorship Proposals

Awareness of frequent pitfalls helps in crafting a more polished and effective race car sponsorship proposal template.

Being Vague About Benefits

Failing to specify how the sponsor will benefit can result in disinterest. Detailed and quantifiable benefits are essential.

Neglecting Professional Presentation

Sloppy formatting, typos, or inconsistent branding diminish credibility and reduce the likelihood of sponsorship.

Ignoring Sponsor Needs

Not tailoring the proposal to address the sponsor's objectives can alienate potential partners.

Overloading with Information

Including excessive or irrelevant details can overwhelm sponsors. Focus on concise, relevant content.

Utilizing Visuals and Data to Enhance Your Proposal

Incorporating visuals and data effectively supports the written content of a race car sponsorship proposal template, making it more engaging and informative.

Use of Charts and Graphs

Presenting audience demographics, media reach, and budget breakdowns through charts or graphs helps sponsors quickly grasp key information.

Inclusion of Team and Car Images

High-quality images of the race car, team members, and events create a professional impression and showcase branding opportunities.

Highlighting Media Coverage

Visual samples of past media coverage, such as magazine features or broadcast screenshots, reinforce exposure claims.

Ensuring Visual Consistency

Maintain consistent colors, fonts, and styles that align with the team's branding to enhance professionalism and recognition.

- Clearly define sponsorship levels and associated benefits
- Research and personalize proposals for each potential sponsor
- Use professional formatting and persuasive writing techniques
- Include data and visuals to support claims
- Avoid common mistakes such as vagueness and poor presentation

Frequently Asked Questions

What key elements should be included in a race car sponsorship proposal template?

A race car sponsorship proposal template should include an introduction, team and driver background, details about the race series and events, sponsorship benefits, marketing and promotional opportunities, audience demographics, budget and funding requirements, and a clear call to action.

How can I make my race car sponsorship proposal template stand out to potential sponsors?

To make your proposal stand out, customize it to align with the sponsor's brand values, include high-quality visuals, highlight your team's achievements and media exposure, offer unique sponsorship packages, and provide clear metrics on audience reach and engagement.

Are there any downloadable race car sponsorship proposal templates available online?

Yes, there are several downloadable race car sponsorship proposal templates available online on platforms like Template.net, Canva, and Motorsport-specific websites that can be customized to fit your team's needs.

How detailed should the budget section be in a race car sponsorship proposal template?

The budget section should be detailed enough to clearly outline how the sponsorship funds will be used, including expenses for car maintenance, travel, marketing, and event fees, to demonstrate transparency and build trust with potential sponsors.

What are common mistakes to avoid when creating a race car sponsorship proposal template?

Common mistakes include being too generic, lacking clear benefits for sponsors, poor formatting, not including measurable marketing opportunities, failing to tailor the proposal to the sponsor's interests, and neglecting to follow up after submission.

Additional Resources

1. Winning Sponsorship Proposals for Race Cars: A Step-by-Step Guide

This book offers a comprehensive walkthrough for creating compelling sponsorship proposals specifically tailored for race car teams. It covers essential elements such as identifying potential sponsors, crafting persuasive content, and presenting value propositions. Readers will find practical templates and real-world examples to boost their chances of securing funding.

2. The Race Car Sponsorship Playbook: Strategies for Success

Focusing on strategic planning, this book dives into how race car teams can effectively attract and maintain sponsorships. It highlights market analysis, brand alignment, and relationship building, ensuring proposals resonate with sponsors' goals. The guide also includes tips for negotiating deals and maximizing sponsor exposure.

3. Crafting the Perfect Race Car Sponsorship Proposal

Designed for both newcomers and experienced marketers, this book breaks down the art of proposal writing for motorsports sponsorships. It emphasizes clarity, professionalism, and creativity to make proposals stand out. Step-by-step templates and checklists help streamline the proposal development process.

4. Motorsport Marketing and Sponsorship: A Practical Guide

This title explores the broader context of marketing within motorsports, with a strong focus on sponsorship acquisition. It addresses how to tailor proposals to different types of sponsors and leverage media exposure. Readers learn how to align their team's brand with sponsor values to create mutually beneficial partnerships.

5. Race Team Sponsorship Essentials: Templates and Techniques

A resource-packed book that provides ready-to-use templates for sponsorship proposals, contracts, and presentations. It also offers techniques for researching sponsors and customizing proposals to fit various budget levels. The book aims to simplify the sponsorship process and improve communication between teams and sponsors.

6. Securing Sponsorship in Motorsports: From Proposal to Partnership

This guide covers the entire sponsorship journey, starting from proposal creation to building long-term partnerships. It includes advice on follow-ups, managing sponsor expectations, and delivering promised benefits. The book is ideal for race teams seeking sustainable sponsorship relationships.

7. Effective Sponsorship Proposals for Racing Teams

A concise manual focusing on writing clear and compelling proposals that capture a sponsor's attention. It highlights key sections to include, such as team background, audience demographics, and ROI analysis. Practical tips help teams avoid common pitfalls and increase proposal acceptance rates.

8. The Business of Race Car Sponsorship: Proposal and Beyond

Examining sponsorship as a business transaction, this book teaches how to package proposals as investment opportunities. It instructs teams on financial forecasting, branding impact, and legal considerations within proposals. Readers gain insights into creating proposals that appeal to corporate sponsors and private investors alike.

9. Sponsorship Proposal Templates for Racing and Motorsports

A specialized collection of customizable proposal templates designed for various racing disciplines. It provides formats for introductory letters, detailed proposals, and follow-up communications. The book helps streamline the proposal writing process, making it easier for teams to secure sponsorships efficiently.

Race Car Sponsorship Proposal Template

Race Car Sponsorship Proposal Template

Proposal Title: Securing Victory: A Comprehensive Race Car Sponsorship Proposal Template

Outline:

Introduction: The Importance of a Strong Sponsorship Proposal & Overview of the Template.

Chapter 1: Understanding Your Target Sponsor: Identifying Ideal Sponsors and their Objectives.

Chapter 2: Crafting a Compelling Narrative: Highlighting Team Achievements, Driver Profiles, and Brand Alignment.

Chapter 3: Presenting the Sponsorship Package: Detailed breakdown of sponsorship levels, benefits, and deliverables.

Chapter 4: Demonstrating ROI and Measurement: Quantifiable results and sponsor exposure metrics.

Chapter 5: Budget and Financial Projections: Transparent financial overview and potential return on investment.

Chapter 6: Team & Driver Introduction: Emphasizing credibility and professionalism.

Chapter 7: Legal Considerations & Appendix: Essential legal clauses and supporting documents.

Conclusion: Call to action and next steps.

Securing Victory: A Comprehensive Guide to Race Car Sponsorship Proposals

Winning in motorsports requires more than just speed and skill; it demands strategic partnerships. Securing sponsorship is crucial for any racing team, regardless of size or level of competition. A well-crafted sponsorship proposal is your key to unlocking financial support and elevating your team to new heights. This guide provides a comprehensive template and actionable strategies to help you create a winning proposal that resonates with potential sponsors.

Chapter 1: Understanding Your Target Sponsor: Identifying Ideal Sponsors and Their Objectives

Before you even begin writing your proposal, thorough research is paramount. Don't shotgun your proposal to every company in your contacts; identify sponsors whose values and target audience align with your racing team. This targeted approach maximizes your chances of success.

Industry Alignment: Consider sponsors whose products or services complement your racing discipline. For example, a high-performance car parts manufacturer would be an ideal sponsor for a professional racing team. A company offering performance-enhancing supplements might be a better fit for endurance racing.

Target Audience Overlap: Analyze the demographics and psychographics of your team's fanbase and compare them to the ideal customer profile of potential sponsors. If there's a strong overlap, you have a higher chance of securing a deal.

Sponsor Goals and Objectives: What are they hoping to achieve through sponsorship? Increased brand awareness? Lead generation? Market share growth? Understanding their motivations allows you to tailor your proposal to showcase how you can help them meet their objectives.

Competitive Analysis: Research your competitors' sponsorships to understand current market trends and identify opportunities to differentiate your offering. What are other teams doing successfully? What are they missing?

Due Diligence: Research the financial stability and reputation of potential sponsors. This ensures you partner with reliable and reputable businesses.

Chapter 2: Crafting a Compelling Narrative: Highlighting

Team Achievements, Driver Profiles, and Brand Alignment

Your proposal needs to tell a story - a compelling narrative that captures the sponsor's attention and showcases the value proposition.

Team Achievements: Highlight past successes, championships won, and significant milestones. Use data to support your claims, such as race wins, podium finishes, and media coverage. Include impressive statistics and quantified achievements whenever possible.

Driver Profiles: Showcase the skills, experience, and personality of your drivers. Include captivating biographies that highlight their achievements, media presence, and overall appeal. A strong driver can be a significant brand ambassador.

Brand Alignment: Clearly articulate how the sponsor's brand values and image align with your team's ethos. Highlight shared values, such as innovation, performance, or sustainability. This demonstrates a genuine partnership beyond a simple transaction.

Visual Appeal: Your proposal needs to be visually stunning. Include high-quality images and videos of your team in action, showcasing your cars, drivers, and the excitement of racing. Professional design is critical.

Storytelling: Don't just list facts; weave them into a compelling narrative. Showcase the passion, dedication, and hard work behind your team's success.

Chapter 3: Presenting the Sponsorship Package: Detailed Breakdown of Sponsorship Levels, Benefits, and Deliverables

This is the core of your proposal, outlining the different sponsorship levels and the benefits associated with each.

Tiered Packages: Offer several sponsorship packages to cater to various budgets. Clearly define each tier's benefits and associated costs.

Benefits: Detail the specific benefits the sponsor will receive for each sponsorship level. This includes on-car branding, social media mentions, website features, trackside hospitality, driver appearances, and much more. Be specific and quantify whenever possible. (e.g., "Guaranteed 10 social media posts per race weekend" instead of "increased social media exposure").

Deliverables: Outline the specific deliverables you will provide to the sponsor, including reports, media kits, and other promotional materials. Create a clear timeline for these deliverables.

Pricing Strategy: Carefully consider your pricing strategy, ensuring your packages offer good value for money. Research industry benchmarks to inform your pricing.

Flexibility: Offer flexible options and customization, allowing sponsors to tailor their sponsorship package to their specific needs and budgets.

Chapter 4: Demonstrating ROI and Measurement: Quantifiable

Results and Sponsor Exposure Metrics

Sponsors want to know their investment will yield a return. This section needs to demonstrate how you'll measure the success of the sponsorship and provide them with quantifiable results.

Key Performance Indicators (KPIs): Define specific KPIs to track the success of the sponsorship, such as website traffic, social media engagement, brand awareness, and lead generation.

Reporting and Analytics: Explain how you will track and report on these KPIs, providing regular updates to the sponsor on their return on investment.

Media Exposure: Estimate the potential media exposure the sponsor will receive through your racing team, including television coverage, online media, and social media. Include examples of past media coverage.

Data-Driven Approach: Use data and analytics to support your claims. Show how your team has successfully delivered results for previous sponsors.

Case Studies: If possible, include case studies from previous sponsorships to showcase the positive outcomes and successful ROI.

Chapter 5: Budget and Financial Projections: Transparent Financial Overview and Potential Return on Investment

Transparency is essential in this section.

Detailed Budget: Present a detailed budget outlining all team expenses, including salaries, travel, equipment, and marketing.

Financial Projections: Provide realistic financial projections for the sponsorship period, demonstrating the potential return on investment for the sponsor.

Funding Allocation: Clearly explain how the sponsor's contribution will be used to support the team's activities.

Realistic Expectations: Avoid overly optimistic projections. Provide realistic and achievable targets.

Financial Statements: Include relevant financial statements, such as audited financial reports, to build trust and demonstrate financial stability.

Chapter 6: Team & Driver Introduction: Emphasizing Credibility and Professionalism

This section introduces your team and drivers, highlighting their experience, professionalism, and overall credibility.

Team History and Experience: Highlight the team's history, achievements, and the expertise of its members.

Driver Biographies: Provide detailed biographies of your drivers, emphasizing their racing accomplishments and personal attributes.

Team Structure: Illustrate your team's organizational structure and the roles and responsibilities of its members.

Professionalism: Showcase your team's professionalism and commitment to excellence.

High-Quality Images: Use high-quality images of your team and drivers to create a positive first impression.

Chapter 7: Legal Considerations & Appendix: Essential Legal Clauses and Supporting Documents

Protecting both parties is crucial.

Contractual Agreements: Include a clear and concise contract outlining the terms and conditions of the sponsorship agreement.

Intellectual Property Rights: Clearly define the intellectual property rights of both parties.

Termination Clause: Include a clear termination clause outlining the conditions under which the agreement may be terminated.

Confidentiality: Ensure confidentiality clauses are included to protect sensitive information.

Appendix: Include supporting documents such as financial statements, team biographies, and media kits.

Conclusion: Call to Action and Next Steps

End with a clear call to action, outlining the next steps and encouraging the sponsor to contact you to discuss the proposal further. Reiterate the value proposition and the mutual benefits of a partnership.

FAQs

1. What is the best way to find potential sponsors for my race car team? Research companies whose products or services align with your team and whose target audience overlaps with your fanbase. Networking and attending industry events are also helpful.

2. How much should I charge for sponsorship? Research industry benchmarks and consider the value you offer to the sponsor in terms of brand exposure, media coverage, and other benefits.

3. What kind of deliverables should I include in my sponsorship package? This depends on the sponsor's needs and the sponsorship level. Examples include on-car branding, social media mentions, website features, trackside hospitality, and driver appearances.
4. How can I demonstrate the ROI of a race car sponsorship? Track and report on key performance indicators (KPIs) such as website traffic, social media engagement, brand awareness, and lead generation.
5. What legal considerations should I include in my sponsorship proposal? Include a clear and concise contract outlining the terms and conditions of the agreement, including intellectual property rights, termination clauses, and confidentiality clauses.
6. How can I make my sponsorship proposal stand out from the competition? Create a compelling narrative, use high-quality visuals, and clearly articulate the value proposition for the sponsor.
7. What if a potential sponsor wants to negotiate the terms of the sponsorship? Be prepared to negotiate, but be firm on your key terms and conditions. Find common ground while protecting your team's interests.
8. How long should my sponsorship proposal be? Aim for a concise and impactful proposal that is easy to read and understand. Avoid unnecessary details.
9. What if a potential sponsor rejects my proposal? Don't take it personally. Learn from the experience and refine your proposal for future submissions. Ask for feedback if possible to improve your approach.

Related Articles:

1. How to Write a Winning Sponsorship Proposal: A general guide on creating effective sponsorship proposals across various industries.
2. Calculating ROI for Motorsports Sponsorships: Focuses on methods for quantifying the return on investment for sponsors.
3. The Importance of Brand Alignment in Motorsports Sponsorship: Details the significance of aligning sponsor and team values.
4. Crafting Compelling Sponsorship Packages: Provides specific examples and strategies for designing attractive sponsorship tiers.
5. Negotiating Motorsports Sponsorship Deals: Practical advice for negotiating favorable terms with potential sponsors.
6. Legal Aspects of Motorsports Sponsorship Agreements: In-depth look at the legal considerations for sponsorship contracts.
7. Using Data and Analytics to Track Motorsports Sponsorship Success: Focuses on the use of data to measure and report on sponsorship effectiveness.
8. Building Relationships with Potential Motorsports Sponsors: Strategies for networking and establishing connections with potential partners.
9. The Power of Storytelling in Motorsports Sponsorship Proposals: Emphasizes the importance of narrative and emotional engagement in proposals.

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champions. Everything you need to drive faster is in this book. Driving faster is a process: Determine the fastest racing lines around a particular track - we show you how Changing the setup of your car so it is easy to drive those lines quickly - comprehensive advice Practising driving those lines - most effective use of practice time We provide you with the information you need to fast track your success, whether racing or bashing. Whether you're a beginner, club racer or pro driver, this essential addition to your pit space is packed full of information which will give you the edge, in an easy to read format with examples: Step-by-step guides Advice for every setup option Checklists Troubleshooting Case studies Quick reference material Pro tips from IFMAR world champions

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engineering design of automobiles' fundamental mechanical systems. This edition has a new author team and has been updated to include new technology in total vehicle and suspension design, including platform concept and four-wheel drive technology.

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race car sponsorship proposal template: The Craft of Research, 2nd edition Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, 2008-04-15 Since 1995, more than 150,000 students and researchers have turned to The Craft of Research for clear and helpful guidance on how to conduct research and report it effectively. Now, master teachers Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams present a completely revised and updated version of their classic handbook. Like its predecessor, this new edition reflects the way researchers actually work: in a complex circuit of thinking, writing, revising, and rethinking. It shows how each part of this process influences the others and how a successful research report is an orchestrated conversation between a researcher and a reader. Along with many other topics, The Craft of Research explains how to build an argument that motivates readers to accept a claim; how to anticipate the reservations of thoughtful yet critical readers and to respond to them appropriately; and how to create introductions and conclusions that answer that most demanding question, So what? Celebrated by reviewers for its logic and clarity, this popular book retains its five-part structure. Part 1 provides an orientation to the research process and begins the discussion of what motivates researchers and their readers. Part 2 focuses on finding a topic, planning the project, and locating appropriate sources. This section is brought up to date with new information on the role of the Internet in research, including how to find and evaluate sources, avoid their misuse, and test their reliability. Part 3 explains the art of making an argument and supporting it. The authors have extensively revised this section to present the structure of an argument in clearer and more accessible terms than in the first edition. New distinctions are made among reasons, evidence, and reports of evidence. The concepts of qualifications and rebuttals are recast as acknowledgment and response. Part 4 covers drafting and revising, and offers new information on the visual representation of data. Part 5 concludes the book with an updated discussion of the ethics of research, as well as an expanded bibliography that includes many electronic sources. The new edition retains the accessibility, insights, and directness that have made The Craft of Research an indispensable guide for anyone doing research, from students in high school through advanced graduate study to businesspeople and government employees. The authors demonstrate convincingly that researching and reporting skills can be learned and used by all who undertake research projects. New to this edition: Extensive coverage of how to do research on the internet, including how to evaluate and test the reliability of sources New

information on the visual representation of data Expanded bibliography with many electronic sources

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