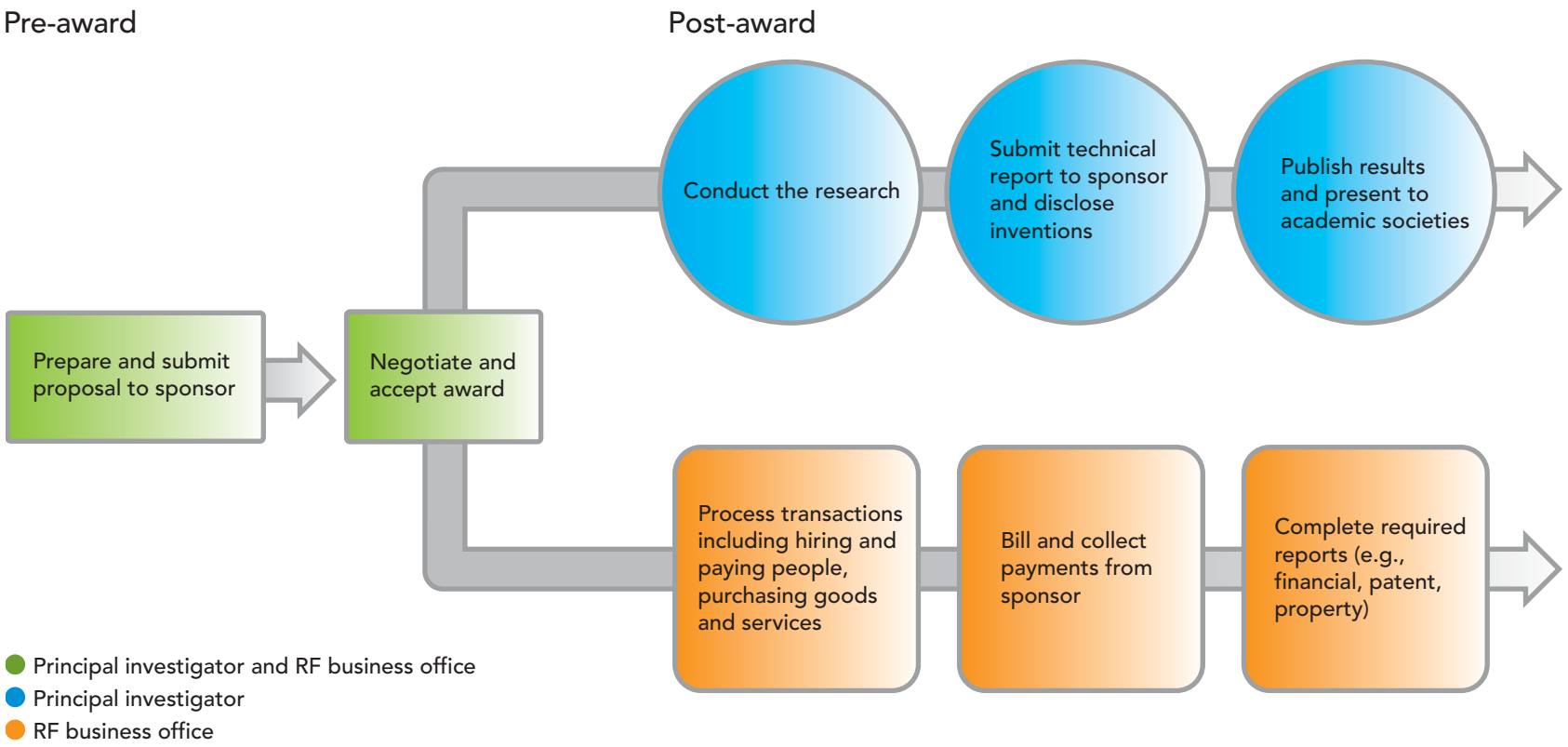Sponsored Program Lifecycle