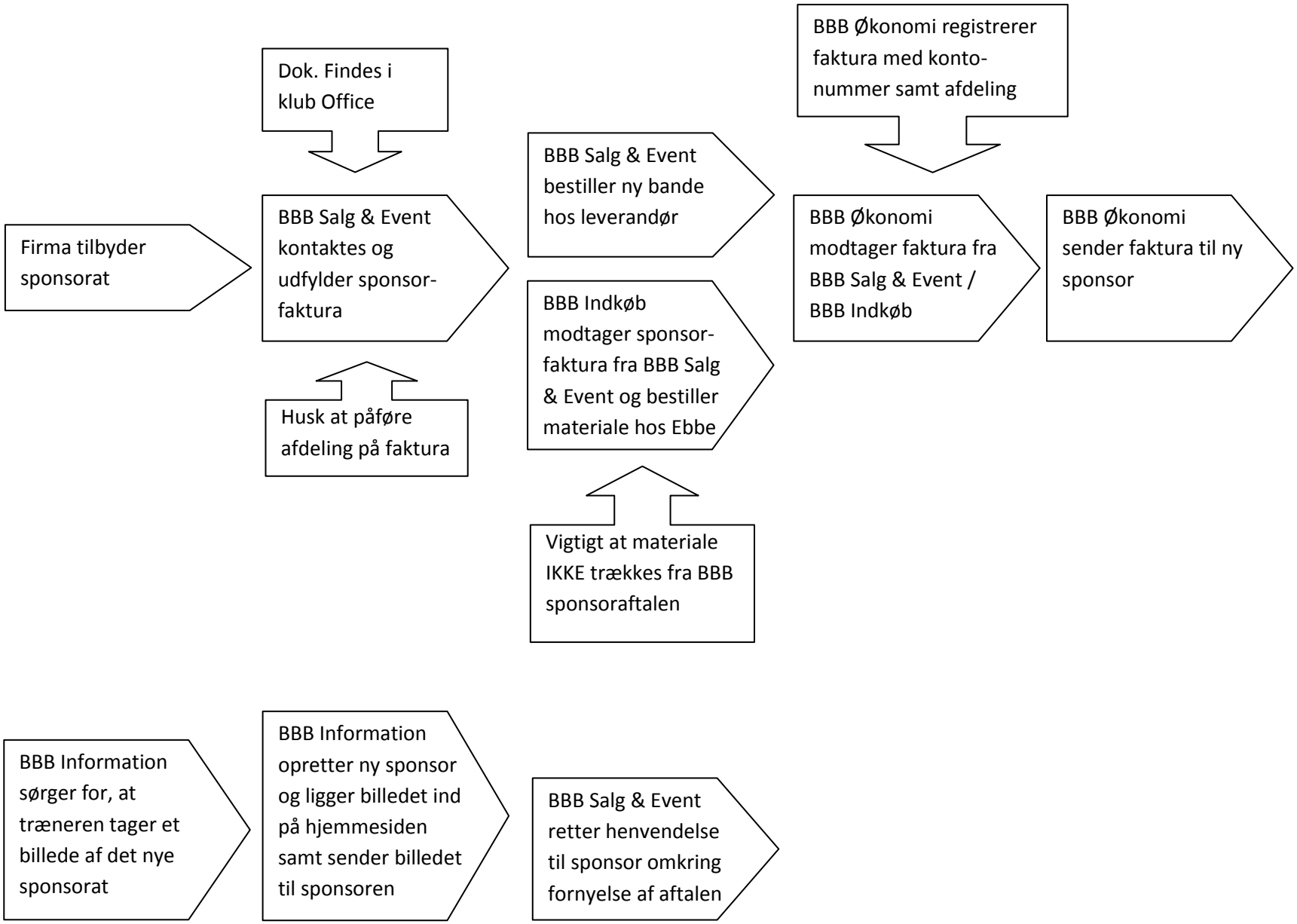Sponsor- og indkøbsprocessen i BBB