

SHILONG: BIRTH OF AN E-TOWN

A FAMOUS HISTORIC TOWN, AN ECOLOGICAL RIVERSIDE TOWN, A NEW E-TOWN

Shilong is a town located in northern Dongguan, an important city in central Guangdong Province. Although the first traces of civilization date back 3500 years, it's in the 12th century that the town of Shilong appears. With the Dongjiang River flowing through its centre, nine bridges connect our four districts, a unique feature in the Pearl River Delta, creating a smooth flow of people and ideas throughout the town. For this harmonious lay-out, Shilong has become know as **“ONE RIVER, FOUR ISLANDS”**.

Both Shilong's economy and society have developed fast. With China's reform and opening up, the whole nation gazed at us, their eyes full of expectancy. Since 1991, the town's GDP growth rate has reached 18.8%, ranking 19th amongst the 1000 most developed towns in China.

Shilong holds at heart the values of sustainable development, placing the people's desire for a healthy environment at the center of its policy and decision making processes. With ecology as a central pillar of the town's development strategy, we aim to build a modern and “Liveable Community” for families and entrepreneurs.

Brief Introduction to Shilong

1. Natural Conditions

Shilong is located to the south of the tropic of cancer. With a subtropical oceanic climate, the average annual temperature is 22.1°C, with 1174 millimeters of rain. Over 1100 different species of animals and plants have adopted the region's hot climate and humid habitat.

Shilong covers an area of 30.13 square kilometers of which the Dongjiang River occupies 1.7 square kilometers. As part of the Pearl River Delta Wetland Environment, it features 2 inland rivers as well as a large hill. The natural shape of the town is often referred to as "One River, Four Islands"

2. Living Environment

Shilong has a total population of 201,200 people living in 10 residential areas spread over 4 main districts: the New Town in the east, the Old Town in the west, Xihu in the south, and Honghai in the north.

In the town's developed areas, the green area rate is 39.4% with a vegetation coverage of 42.2%, which brings the green land ratio to 20 square meters per person. There are also 14 parks totaling 78 hectares scattered amongst the 10 communities.

3. Natural & Cultural Heritage.

Shilong protects its 27 "Ancient Trees". One is over 300 years old whilst another 16 are centenarians. There are also 28 historic sites amongst which 5 are protected at city level.

A. Landscape Enhancement

Shilong strives to balance socio-economic development with ecological protection. Positioned to become "A Famous Historic Town, A Ecological Riverside Town, A new E-Town", Shilong's creating a comfortable and natural landscape incorporating Lingnan characteristics.

A.1 Sustainable development for better environmental protection

Shilong defends a subtle balance between nature and mankind. Harmoniously developing an "ecological, creative, service-oriented and harmonious modern town" is the government's primary responsibility.

A.1.1 *The "Shilong 2002-2020 General Plan"*

Municipal services have been rationalized, the layout of the town's facilities is more efficient and management procedures have been standardized.

A.1.2 *The “Shilong 2004-2020 Environmental Protection Plan”*

Managing pollution and protecting the environment became a primary issue. The municipality promotes a circular economic model by advocating clean production centers and by improving environmental awareness amongst the population. Shilong advocates pursuing economic development and enriching its citizens whilst simultaneously building a sound ecological environment.

A.1.3 *The “Shilong 2000-2020 Industrial Development Plan”*

The municipal government has adopted as main sector of activity: the manufacturing of electronic products, the support industries for communication networks, food processing, logistics and pharmaceuticals. This choice favors low-energy consuming and environmentally friendly businesses.

A.1.4 *The “Shilong 2005-2020 Culture, Education, Hygiene and Sports Development Plan”*

The municipal government is raising the town’s living standards by improving basic public services and facilities, improving the population quality, and elevating living conditions.

A.1.5 *The “Shilong 2004-2020 Public Green Space Plan”*

The town now guarantees the quality of its green spaces. Policies ensure energy conservation and other eco-friendly measures. The municipal government has implemented strict construction regulations and entirely renovated the town’s streets. As of 2008, there were 9 public squares and 14 parks, and all unused land had been covered with vegetation.

A.2 Public green spaces: investment & participation.

The entire population enthusiastically takes part in the design of the town’s landscaping and plebiscites the government’s eco-friendly policies by creating new channels for fund raising, and uniting individuals in a common cause: creating a beautiful eco-town the people can take pride in.

A.2.1 *Green-space investment & the annual financial budget*

The town stipulates that the environmental protection fund should represent over 10% of the town’s annual financial budget. Between 2002 and 2008, the town invested 235 million RMB into environmental protection, with 36.5 million dedicated to green coverage.

A.2.2 *Encouraging tree-planting*

Every year, nearly 10,000 citizens gather to plant and maintain trees. Since 2002, they have planted trees in 5 main areas covering 6.3 hectares.

A.2.3 *Green-spaces and civil sponsorships*

Although public funds are limited, society’s support is unlimited. Enterprises and individuals are encouraged to sponsor green areas, or trees, which they can then name. So far 130 trees have been adopted.

Jinshawan Park covers 16 hectares and is another perfect example of successful cooperation between the municipal government, city management enterprises and individuals.

A.2.4 *Increasing green coverage in the Old Town*

The community is encouraged to increase green coverage and all enterprises agreed to replace their boundary walls with green fences. Currently, the green coverage rate in residential communities is 45%. Since 2003, the municipal government has purchased nearly 10,000 square meters of insalubrious houses, transforming them into public parks. In addition, 17,000 square meters of dilapidated factories have been transformed into 8 middle-high class shopping malls.

By the end of 2008, Shilong's green coverage reached 348 hectares. The vegetation coverage hit 312 hectares with public green-spaces reaching 63 hectares. In well-developed areas, the green coverage rate has doubled since 2000.

A.3 Diversified ecological development for a livable environment

Shilong took numerous measures to repair, protect and maintain its natural ecological environment, enhancing the town's landscape and appeal.

A-3-1 *To protect the original ecological landscape*

Shilong believes in balancing development with the protection of natural landscapes. Roads must respect the natural course of rivers and the shapes of ponds, and architects must integrate buildings into the existing surroundings. Such principles might increase costs but guarantee a harmonious and natural environment. Shilong now has one well-protected hill, 5 natural fish ponds and 2 streams, all well preserved.

A-3-2 *To build green infrastructure along the river*

Shilong has 20 kilometers of riverfront, with natural flood barriers and plains covering 26 hectares. 5 riverside parks covering a total of 40 hectares have been opened, the most successful example being Jinshawan Park, awarded the title of "New 8 Scenes in Dongguan city".

A-3-3 *To enhance the city's appearance*

Shilong has teams of sanitation workers operating 16 hours a day collecting household waste and disposing of it in a non-hazardous way. For such efforts, Shilong was named a "National Hygiene Town".

A-3-4 *To build green belts throughout the city*

Every newly built or renovated road is designed and augmented with plants. The town's main 24 kilometer-long avenue meets the national green coverage standards. These green belts integrate different plants, different layers and different colors to enhance biodiversity and overall appearance.

B. Heritage Management

Shilong is one of the four famous ancient towns in Guangdong Province. In terms of heritage management, the municipal government acts according to “National Heritage Protection Laws”, and has innovated with its own protection mechanisms. Today, Shilong holds the title of “National Famous Historic and Cultural Town”.

B.1 Tangible heritage protection

B.1.1 *Preserving historic sites and items in their original state*

Shilong has 28 sites and items classified as “historic heritage”, such as the “Sun Yat-sen base camp” and “Premier Zhou En’lai’s speech table” dating back to the “Eastern March” in 1925. The town also has a considerable amount of important historic items including epigraphs, steles and ancient production tools. All historic sites are restored and jointly managed by the municipality and the citizens. Since 2002, the municipal government has spent 17.6 million RMB on the restoration and protection of historic sites of which 1.9 million RMB was provided by the community.

B.1.2 *Protecting ancient architecture*

The municipal government has created a special fund in the annual budget to protect ancient architecture and villages according to the “Shilong General Construction Plan”. Shilong implemented the “Plan for the Protection and Restoration of Zhongshan Street” which helped protect a 1.4 kilometer street built in 1929 with traditional stone Riding Towers that beautifully showcase **south-east Asian architecture**.

B.1.3 *Nurturing old trees and local species*

The municipal government created a management group for old trees and local species that has set-up protection areas throughout the city and initiated a tree-sponsorship program. At present, Shilong has saved 27 old trees and numerous other plants, and has them registered in digital, botanical archives.

B.2 Intangible heritage protection

B.2.1 *Protecting Cantonese Opera*

Cantonese Opera spread to Shilong over 1000 years ago. The government’s special fund for the development of Cantonese Opera now provides musicians with performance halls, and citizens with regular free shows. Since 2000, Shilong has allocated 690,000 RMB for the development of Cantonese Opera.

B.2.2 *Protecting Folk Music*

The municipal government has organized musicologists to collect and classify important traditional songs such as the Muyu song (for fishing), the Xianshui song (for sailors) and the Manglao song (for blind people). Shilong’s 5 Folk Music Associations will guarantee that these traditions are passed on to future generations.

B.2.3 *Protecting Folk Arts and Crafts*

“Lion heads” and “baby lanterns” have been made in Shilong for over 100 years and are now applying to become “National Intangible Cultural Heritages”. Other skills and traditional culinary knowledge, such as “Sugared Pomelo Peel” and local maltose, are also part of the local legacy.

B.2.4 *Protecting customs and culture*

Thanks to investment from both the municipal government and the community, many large scale ceremonies and celebrations are organized every year, including Dragon Boat races, carnivals, and Buddhist river parades. Since 2000, the community has raised nearly 19 million RMB for various popular events.

Shilong has also invited linguists to document the Shilong dialect, preserving language diversity and oral culture.

B.3 Combining compulsory and spontaneous protection

B.3.1 *Establishing a protection mechanism*

In concert with the community, the municipal government has established management guide-lines to promote spontaneous and voluntary protection for historic sites. Shilong has a total of 5.1 hectares of historic architectures. The surface area of these multi-storied buildings amounts to 79,000 square meters.

B.3.2 *Building a town of museums*

Shilong operates the “Shilong Museum”, the “Ming and Qing Dynasty Furniture Museum”, the “Weight-lifting Museum”, the “Rare Stones’ Museum”, and the “Digital Information Industry Exhibition Center”. By combining sound protection policies and proper museum management, Shilong has become the town with the most museums in Dongguan.

B.3.2 *Advocating a multi-cultural town*

The municipal government protects its citizens’ beliefs and religions. In Shilong can be found a Christian Church built by an American missionary, a Ksitigarbha Temple, and Ouxian temple, a Buddhism temple built in the European style. All these old historic buildings are protected and well maintained.

C. Environmental protection

Shilong strives to enhance and upgrade the town’s industry structure. Environmental protection is at the center of this process with efforts put on balancing economic prosperity with energy conservation, emissions reduction, and the pursuit of sustainable and harmonious development.

C.1 Enhancing industry structure with environmental protection.

C.1.1 *Developing clean and high-tech industries*

During the 1990s, Shilong adjusted its industry structure to accelerate the development of high-tech and non-polluting businesses.

Since 2000, the town has refused planning permission to 12 enterprises incurring a loss of 230 million RMB. These were polluting industries such as electroplating, bleaching and dyeing, tanning, paper making, and cement factories.

Today, although high-tech enterprises represent only 22.5% of the town's companies, they boast 93.5% of Shilong's total production value and contribute to 58.5% of the town's economic growth. For these reasons, Shilong has been named a "National Sparkling Technical Concentration Area", "Guangdong's Demonstration Zone for Digital Information Industries", and was awarded the Guangdong "Special Award for Technological Progress".

C.1.2 *Implementing strict environmental evaluation rules*

The municipal government implements both the "National Environmental Effect Evaluation Rules" and the "National Environmental Protection Regulations for Construction Projects". Shilong obliges each new construction project to pass an environmental protection evaluation, and polluting enterprises must obtain special permission.

C.1.3 *Enhancing production supervision*

The town government has established the Shilong Branch of the "Dongguan Environmental Protection Bureau" so that each community has environmental protection supervisors.

All enterprises must set-up environmental protection mechanisms and key enterprises are monitored by video-surveillance and data recordings 24 hours a day. By 2008, Shilong's wastewater released by pharmaceutical companies met recommended standards, and 100% of the town's industrial wastewater met the imposed levels. Both the incineration rate of medical waste and the multipurpose utilization of industrial waste topped 100%. Shilong is the only town in Dongguan to have obtained 100% in three different categories.

C.2 A Circular Economic Model: energy conservation and emissions reduction

C.2.1 *Enforcing clean production*

The municipal government established "Shilong's Demonstration Plan for a Circular Economic Model", with "Green & Clean Production" as its goal.

Following the clean production regulations, "Huanan", an important pharmaceutical company, reduced their wastewater volume by 20%. They also reduced by 80% their sulfur emissions, and cut dust pollution by 90%. These measures annually save 5 million RMB.

13 enterprises possess ISO14000 certificates and Shilong has been named a model town in Guangdong province for "Green & Clean Production".

C.2.2 *Advocating research on environmental protection*

The municipal government invests at least 5% of its financial budget into scientific and technological research. Funding goes towards key studies on energy conservation, cost reduction, reducing pollution, and multipurpose utilization.

A machine engineered for secondary catalytic combustion was created by Dongguan Zelong Cabled Yarn Company Ltd. and annually saves 4 million RMB.

C.2.3 *Promoting energy conservation technologies*

Shilong promotes the widespread use of energy conserving materials in architecture. Since 2000, 1.8 million square meters of new buildings have been designed with energy conservation a major concern. The town has fitted LED lights on all major roads, cutting electricity consumption by 51.8% and saving 1.8 million kilowatt-hours of electricity every year.

Shilong encourages enterprises and families to use low consumption LED lights. The town has been officially recognized as a model for promoting white LED lights.

We promote clean energies such as LNG natural gas and solar energy. The town has a natural gas station to supply 185 green taxis and since 2006, the town has laid over 13 kilometers of gas pipelines.

C.3 Holding green activities and building a beautiful eco-friendly environment

C.3.1 *Protecting the drinking water resources*

The municipal government guarantees that water quality meets safety levels and has collaborated with neighboring cities in building an emergency water supply system.

41 livestock farms have been closed to stop the pollution of water sources.

A new drinking water network is being built to provide citizens with potable tap water.

C.3.2 *Controlling noise pollution*

Roads in Shilong have been built with anti-noise materials and natural sound barriers that has dramatically reduced noise pollution.

The municipal government strictly monitors the business district's noise levels and industrial areas have been clearly separated from housing estates to avoid noise disturbance.

At present, the average noise level in Shilong is 55.7 decibels, and 67.9 decibels next to main arterial roads.

C.3.3 *Building green schools*

Shilong attaches great importance to the environmental education of its pupils. Schools and kindergartens hold various activities on the theme of building "Green Schools", involving around 26,300 students.

In May 2009, an "Environmental Protection Robot" designed by Shilong students won the gold prize for "Best Design" and the silver prize for "Excellent Robot Design Team" in the World Vex Robot Championships organized by NASA in the U.S.A.

Shilong has 1 provincial-level “Green School” and 5 city-level ones. It also has one “Green Community”.

D. Public Involvement

The municipal government strongly encourages citizens to participate in the construction and management of the town. This is a *sine qua non* condition to guarantee sustainable development.

D.1 Public involvement in the town’s construction

D.1.1 *Getting the public involved in town planning*

Town planning goes through numerous phases, including consultations with experts and the general public, and publication of all research results.

For the construction of the new Shilong railway station, an appeal for proposals was launched at home and abroad, and the authorities later held two public discussions and an appraisal meeting.

D.1.2 *Getting the public involved in key construction projects*

When key projects are initiated, the authorities invite the citizen inspectors, various local groups and representatives from all levels of society to present advice and offer suggestions.

Representatives of the local People’s Congress inspect all key projects every quarter. In between time, the major holds regular meetings with these representatives, but also consults with compatriots abroad or in Hong Kong, Macau, and Taiwan.

D.2 Public involvement in town management

D.2.1 *Building public websites*

The Shilong official website and the town’s construction website publish information concerning management and ongoing construction. The information concerns investment into key projects and other governmental affairs therefore allowing citizens to freely inspect and inquire into a broad range of issues.

After initiating the “Shilong Online Administrative Service”, the town was awarded the title of “National Informational Town”.

D.2.2 *Taking time to interact*

The municipal government periodically holds activities allowing citizens to express their concerns and voice their questions. Live Q&A sessions broadcast on the Town’s Forum allows Shilong’s citizens a strong voice in decision making and policy proposals.

D.2.3 *Handling citizens’ proposals*

Citizens are invited to communicate their opinions and suggestions by email or by calling the community's hotline. Since these services started in 2003, the government has processed 14320 cases and succeeded in answering 98.5% of them.

Shilong TV has also set up a complaint hotline through which citizens are encouraged to reveal undealt with issues, which can then be exposed by the channel.

D.3 Public involvement in big events

D.3.1 Organizing public activities

The municipal government, communities, schools and enterprises often organize information campaigns and volunteer activities. The government has published new "Guidelines for Shilong Citizens" which call on everyone to work together in helping Shilong remain a "National Hygiene town".

D.3.2 Organizing information campaigns

Each year for "World Hygiene Day" (April 7th) and for the "International Day Against Drug Abuse" (Jun 26th), relevant bureaus in Shilong organize week-long campaigns promoting health and hygiene, during which demonstrations are held and healthy citizens praised. For "World Earth Day" (April 22nd) and for "World Environment Day" (Jun 5th), Shilong holds environmental awareness and education campaigns, both events attracting around 20,000 people.

D.3.3 Organizing Volunteer Teams

Shilong has 8200 registered volunteers, a number that represents 13% of the total adult population. Volunteers assist the public transportation department, perform hygiene inspections, take care of the disabled and organize teams to collect rubbish and waste from the Dongjiang River.

E. Healthy Lifestyle

Providing sufficient public facilities and advocating a healthy lifestyle, are the primary ambitions of Shilong's construction and management projects. Through positive measures, the town guarantees its citizens a peaceful and healthy living environment. Enabling the people to work happily is the key to progressively increasing the town's happiness index.

E.1 Promote the community's culture

E.1.1 Public Squares: spontaneous community life

There are 12 public squares throughout the town with many spontaneous activities held on a daily basis. Latin dance, Hip-Hop dance, Taichi, Mahjong and Kite-Flying are the most popular activities.

E.1.2 Promoting literary culture

Shilong has 8 libraries offering a total of 550,000 books. Hoping to become a “Learning Town”, the government encourages citizens to take part in book reading activities and supports the annual “Book Reading Month”.

E.1.3 *Supporting local groups and associations*

There are 12 associations in Shilong for amateur enthusiasts of activities such as Taichi, Ornamental Stone Collecting, Photography, Folk Music and Arts & Crafts.

Each year, the town holds over 30 art exhibitions and hosts more than 90 evening parties and soirees. Digital TV now covers the entire town and 3 cinemas offer national and international blockbusters.

E.2 Shilong: a sports city

E.2.1 *Building a sports training camp*

People in Shilong love sports and have had it in their blood ever since a Shilong citizen became the first Chinese athlete to break a world weight-lifting record. As of today, Shilong’s athletes have broken 30 weight-lifting world records and the town is home to 28 weight-lifting world champions. Recently the municipal government has set up professional weight-lifting training camp.

E.2.2 *Increasing the number of sports facilities*

Shilong has many sports halls dedicated to popular games such as Badminton or Table tennis. Swimming is also a very common activity.

E.2.3 *Hosting high-level sporting events*

With sport being such an important part of Shilong people’s lives, it isn’t surprising to see Shilong hosting important high-level sporting events such as the “6th National Sports Meeting”, the “12th Asian Weight-lifting Championships”, the “6th Asian Women’s Weight-lifting Championships” and the “7th Asian Young Men’s Weight-lifting Championships”. Shilong has a long history of Dragon Boat Racing. Since 2002, the town has hosted 4 “Dongguan City Dragon Boat Races” and the “1st International Dragon Boat Invitational Race”. In 2005, the National Physical Administration Bureau granted Shilong the right to become a permanent Dragon Boat Race venue.

E.3 Improving High School Education

E.3.1 *Improving the education offer*

Shilong attaches great importance to education with no less than 20% of the town’s annual budget invested in schools and kindergartens. This has allowed us to raise the length of mandatory schooling to 18 years old, higher than in some developed countries.

E.3.2 *Increasing educational options*

The municipal government values both public and private educational institutions. At present, there are 15 public schools with a total of 18,000 students and another 17 private educational institutes with 6000 students.

E.3.3 *Improving educational quality*

The town government enforces high quality educational standards. In 2008, amongst all the towns in Dongguan city, Shilong ranked 1st for the number of students entering college and 2nd for those admitted into university. With such good results, Shilong was awarded the title of “Provincial Education Excellency Town”.

E.4 Innovative medical insurance

E.4.1 *Building a social insurance system*

Prior to receiving national directives, the municipal government had already set-up basic endowment insurance and medical insurance covering all citizens.

E.4.2 *Improving the quality of medical services*

The town provides free immunity injections to all infants and free health checks to the entire population so as to prevent common infectious diseases. Shilong has 2 large hospitals with a total of 2000 sickbeds and 8.4 doctors for every 10,000 people, comparable to China’s most developed cities.

E.4.3 *Supporting disadvantaged groups*

Shilong has set up a social alms fund, the disabled league and a school for the disabled. These organizations help the mentally and physically disabled with all issues related to living conditions, education and employment.

E.5 Perfecting public services

Shilong has improved basic public services and now guarantees a 30 minutes “proximity radius” for public services and amenities. There are 20 public buses and 4 automated public toilets for every 10,000 people.

The town operates 27 bus routes connecting neighboring cities, and nearly 200 high-speed electric trains linking the town with Guangzhou and Shenzhen everyday. These services increase inter-city mobility and integration into the Pearl River Delta.

E.6 Upgrading the tertiary sector

The municipal government attaches great importance to services and commercial exhibitions. Shilong boasts 1 five-star hotel, 1 four-star business center, 3 three-star hotels and 6 large restaurants. Shilong was the co-hosting town of the “IGU Annual Meeting” in 2000 and host to the “China City Information Technology Summit” in 2003.

F. Future planning

F.1 City development strategy

Shilong will continue to implement sustainable development strategies and excel in carrying out the “Pearl River Delta Reform and Development Plan”. As a modern town on the rise, Shilong protects its resources, shaping an eco-friendly society in concert with Guangzhou, Shenzhen and its neighbors.

F.2 Key planning strategy

F.2.1 General planning

Shilong will pursue Dongguan city’s strategy for functional and ecological cluster towns with rationalized use of land resources. The municipality will adjust the industrial structure of the town and control the size of its population. Simultaneously, Shilong will standardize its management procedures, protect its green resources, and monitor and control sensitive ecological areas. To improve the land utilization rate, Shilong will rationalize and centralize the town’s layout.

F.2.2 Industrial development

Polluting industries have been closed and replaced by high-tech companies. Shilong is becoming a manufacturing base for high-tech office equipment, a modern regional logistics center, and a service center supporting nearby industries.

F.2.3 Comprehensive transportation planning

The transportation plan was named “One Axis, One Circle, and Three Districts”. After Dongguan’s light railway line is connected with Shilong railway station, the town will become an important traffic hub for the entire Dongguan city area. Combined with the “Intercity Transport Plan”, Shilong will possess a smooth transportation network connecting surrounding cities and towns.

F.2.4 General planning and landscape design

Shilong is continuously improving public services and landscape design with the ambition of providing beautiful and green surroundings. Today, Shilong is blossoming and will become a modern riverside town with a comfortable natural environment. In the next 11 years, no less than 13.8% of the land in each construction project will be dedicated to green spaces. Furthermore, the West Lake Park is soon to host a modern high standard sports center.

F.2.5 Protecting historic heritage

We are continuing to protect the natural landscape and ancient streets in the old town. Most sites merely need protecting whilst others require intense renovation work. We have high protection standards for the heritage itself, and also for their close surroundings.

F.2.6 Environmental protection plan

In accordance to the “Pearl River Delta Reform and Development Plan”, we will strengthen environmental awareness and promote a circular economic model with energy saving and emissions reduction as core values.

The municipal government will invest 1 billion RMB to build a “new ecological town” with 2 new sewage treatment plants, bringing the wastewater treatment rate up to 90% by 2010. Reinforcing protective measures around water sources will prevent potential polluters from settling along the banks of the Dongjiang River.

F.3 Comprehensive implementation

F.3.1 *Decision makers*

To carry out the development plans in a scientific and fair manner, the municipal government has set up a planning committee that consults with experts and establishes mechanisms to gather feedback from the general public.

F.3.2 *Guaranteeing financial support*

The municipal government augments its plans with significant financial support. First of all, the town’s annual budget includes appropriate funding. Secondly, moderate fees are applied for the use of certain public services. Thirdly, we use the market to create revenue through advertisements and sponsorships.