Lexington-Fayette Urban County Government Statement of Work

Salesforce for Code Enforcement and Enhancement Work for LexCall

February 7, 2018

Presented by:





Statement of Work - CRM for LexCall

Contract Vehicle	RFP 59-2015 CRM for LexCall	
Project name	Salesforce CRM for LexCall	
Engagement duration	4-months	
Begin date	Estimated February 2018	
End date	Estimated June 2018	



1. CONTRACT VEHICLE

This Statement of Work (SOW) is hereby made a part of the Contract for the LexCall Citizen Request Management (CRM) initiative for RFP 59-2015 (the "Contract") effective as of 8/1/2016 by and between the Lexington-Fayette Urban County Government ("LFUCG" or "Customer") and NTT DATA, Inc. (hereafter referred to as NTT DATA or "Consultant"). In the event of any conflict between this SOW and the terms of the Contract, the terms of the Contract shall prevail.

2. PROJECT SCENARIO

NTT DATA will partner with Code Enforcement to implement a new backoffice system within the Salesforce Org completed with LexCall. Additionally, the project will center on in-scope enhancement requests reviewed, submitted and approved by LFUCG. Both projects will be conducted simeltanously in order to complete the work by the end of LFUCG's fiscal year in June.

3. PROJECT LOCATION, SCOPE AND SCHEDULE

3.1 Project Location

NTT DATA will utilize both on-site and off-site resources. Onsite work will be conducted at LFUCG's various offices. Offsite resources will be available as required to work with the team via conference or web-based calls.

3.2 Scope

Subject to the assumptions set forth below and any changes in scope reflected in a mutually executed Change Order, Consultant will provide the Professional Services described below as in-scope ("Project"). The term "application" or "solution" may be used to refer to the Salesforce implementation that NTT Data will perform.

In Scope

311 - In Scope

- **Leaf Collection** Desire Leaf Collection layer to the Address Search page, as the Snow layer is now.
- **Division Email Template Contact Number** When an email is generated from a service request (SR) that requests a response by phone, add the contacts phone number to the email template. (Phone number is NOT to be required).
- Email Queue Automatically purge email messages after 6 days
- Repair Associated SRs for an Address Not all SRs for an address are listed when creating a new SR for that address. (Example: 437 Larkwood Dr.)
- **Duplicate SRs for an Address** Create a pop up advising that a ticket already exists for that address with the same Problem Code. The ticket number should be a link that opens the existing ticket. The question, "Do you want to open a NEW ticket?" should allow a new ticket for the same address & same problem code to be entered.
- **Website Response**-Email Error Repair broken link back to the SR. Entering the 6-digit number in the search box on the 311 webpage works. Two problems: (1) The email contains the web address of the legacy Lexcall website. (2) The 6-digit request number isn't passed to the website, a 10-digit number is.



- **Reduce Clicks** Review processes and reduce the number of "clicks" necessary to perform a function. (i.e. Macros)
- **SR Change Notification** When a change is made to a Service Request in Salesforce, trigger a notification to appropriate Division that a change has been made. Would like to see trigger when there is a change to the Description, Request Record Type specifically, however any time there is a change would be preferable.
- Enhanced Integration Responses Integration response from the Salesforce side to be representative of actual success/failure of an update to the Salesforce database. Currently the response is only the result of checks that are put in place in the service application.
- **Email Closed SRs** Ability to email CLOSED Service Requests (must be able to email Council Members & Committee Members)
- **Property Class** Add the Property Class code (R for residential, C for commercial, etc.) to the Location Information section of the service request
- **LexCall Salesforce Training** 5 x 2hr Sessions (generalized system usage training)
- Move SR list to top List of Service Requests need to appear at top when doing address search. This was implemented but needs to be pushed to production.
- **Forgot Password Link** Add a link to a password reset process screen to the login page to allow users to reset their own passwords. Standard Salesforce functionality that will be covered under training.

311 - Out of Scope

- Anything not specified as In Scope above.
- The webmail screen in Salesforce. The 'X' that appears over the word repaired, if you click on it your message is erased. Move the location of the "X" so it does not appear over the message? This appears to be a Salesforce limitation. (NTTD will contact Salesforce on behalf of city to inquire about a solution.)
- **Alphabetical order of filter criteria** Allow Alphabetical order for criteria setting in your filter for views. This is a Salesforce limitation.
- More than 10 rows per filter Allow more than 10 rows in Filter By Additional Fields for Requests. Salesforce Limitation.

Code Enforcement - In Scope

- **Requirement 2.1**: The ability to complete inspection forms electronically and remotely.
 - While at the site of the inspection
 - o 4 record types, 10-14 subtypes and 16-20 reports/forms to be printed
- **Requirement 2.2**: The ability to notify office staff that forms have been completed and are ready to print. After printing Office Staff would remove from the queue.
- Requirement 2.6: The ability to override the auto populated date on forms
 - For approved users
- **Requirement 2.8**: The ability to provide a warning notice to the inspector if the inspection is X days past due
 - Via dashboard and/or email
 - o Ability to set the threshold for the warning, i.e., number of days
- Requirement 2.12: The ability to add a supplemental address to a case



- To accommodate request to have notices and citations mailed to address other than the case address
- o For returned mail
- Physical address vs. PVA address
- Requirement 2.16: The ability to indicate if a case is invalid or valid
 - o And trigger required actions/workflow based on each
 - Invalid cases no longer have violations
 - Valid cases have violations that require action
- **Requirement 3.0:** The ability for the system to calculate a re-inspection date based on the inspection date
 - Using defined rules for case types
- Requirement 3.2: The ability to adjust a notification or inspection due date
 - With appropriate permissions
- Requirement 3.4: The ability to assign multiple statuses to a particular case
 - Close one violation while keeping others active
- Requirement 3.7: The ability to apply workflow allowing forms that need to be printed for mailing to be sent to a print queue
 - The print queue would be managed by 2-3 people
- Lien Collections DB Recreation of Lien Collections Database in Salesforce
- Requirement 3:15 Import Data from existing Lien Collections Database (Access) into Salesforce.
- Training Training for Code Enforcement group.
 - o 2 3 x 2hr Sessions

Code Enforcement - Out of Scope

- Anything not specified as In Scope above.
- **Requirement 3.14**: The ability to present the status of a case to a citizen. Existing functionality.

Bloomberg/Harvard - In Scope

- Auto Response Email System auto generated response email sent to citizen based on Problem Code for every Service Request created (information to contain response expectation provided by Department)
- Open Ticket Report System to provide a report of all tickets (by Division & Problem Code) of all OPEN tickets that are still open past the expected issue resolution date. (report to include issue, origination date, method of submission, expected resolution date, address and contact information. Logic will be needed for this to determine which automated email is sent based on the problem code turnaround time (time to fix/repair the issue). A SR transfer to another department should be treated as a new request, starting the clock again.
- Citizen SR Map Make City SR Map visible to citizens. Map should show location of all open Service Requests. Same capability (using layers) as that of Washington, D.C
- **Phone and email address capture** During online submission both phone number & email address when ticket is being submitted online. In scope is to verify and update point and click validation rules only; custom work flow changes to process are considered out of scope.
- **Email address capture for emailed cases** Capture email address for any ticket being submitted via email. Validation rule change only to capture email address; other custom work flow rules are considered out of scope.



- **LexCall phone numbers capture** System to capture phone numbers automatically for all ticket requests called in. Validation rule change only. Custom workflow rules are out of scope.
- **Email prompt** System prompt to CSR to request email address for all tickets called in via telephone. Adding validation rule to account for email address and note for not putting in an email address are considered in scope; further workflow rules are considered out of scope.
- **Opt out** Include an "opt out" option for those not wishing to provide the information. Validation rule update; further custom work flow rules are considered out of scope.
- Training on Map usage Service Request entry Interactive Mapping Enable a location to be identified by selecting a point on an interactive map. Zooming feature must be available. Feature would allow request to be created without knowledge of exact address. This is a training requirement as part of this scope of work because functionality as described above exists in the current system. Any changes to workflow beyond this request are considered out of scope.
- Highest volume SR types Online Service Request Creation SR "Type" should have a drop down list of the top 10 highest volume Service Request types. This will be considered in scope under the UI/UX work listed in LexCall's requirements.

Bloomberg/Harvard - Out of Scope

Anything not specified as In Scope above.

AppExchange

This is an extensive marketplace of add-ons that allows organizations to add or enhance Salesforce functionality by installing an application on top of the Salesforce Platform. Based on approval from LFUCG, we will install, implement, configure, and train LFUCG personnel.

Licensing of the application is the Client's responsibility; suggesting AppExchange partners does not imply any type of recommendation based on NTT DATA experience with the application, nor is it a warranty of third party services. Any and all such suggestions are provide as a courtesy and for convenience alone.

Testing

NTT Data will work with LFUCG to implement a testing plan that covers appropriate gates to identify when a requirement is met. At a minimum, NTT Data will complete System Integration Testing internally to deem a requirement met prior to submssion to LFUCG for User Acceptance Testing (UAT). It will be the responsibility of LFUCG to perform user acceptance testing. In this process, the end users of the CRM application will validate that the solution meets the agreed-upon requirements and user stories. The completion and acceptance of UAT will mark the completion of this implementation, leaving only training and the final push of our solution to a production environment.

Training

Our approach will involve direct training of end users and administrators, based upon the final customized configuration of the CRM application that you have requested. We will work with LFUCG to develop and agree to a training plan during the project.



At a minimum, we suggest a direct training approach in which we will develop and deliver training to two general audiences:

- End Users. We will directly train 80–100 LFUCG users.
- Functional system administrators. We will directly train the individuals in your organization who will be responsible for the daily administration of Salesforce.

Training Delivery

Training is based on two different curricula: One curriculum for end users and a second curriculum for functional system administrators. These curricula will prepare LFUCG personnel to use the system to perform their respective jobs based on their specific role.

The Training Environment

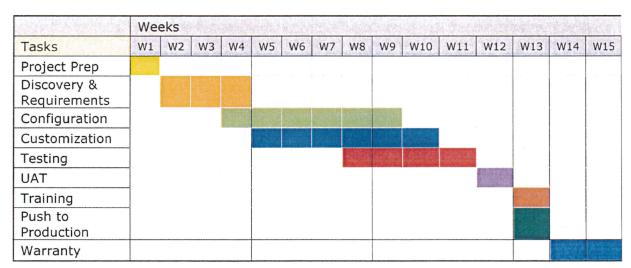
NTT DATA will assist in the development of a training environment for use in training staff. In setting up this environment, our instructors will use a sampling of your CRM data to demonstrate the functions and tasks associated with the system we deliver. This data will also allow learners to complete hands-on lab exercises.

Supplemental Training Resources from Salesforce

Salesforce incorporates several different training and informational resources as part of the standard subscription for service, and additional Salesforce instructor-led training is also available for an additional cost. These are available to LFUCG online through Salesforce.

3.3 Schedule

NTT Data will engage with LFUCG to provide expert services throughout the project on the following schedule:



The duration of the engagement is anticipated to span 13 calendar weeks.

The following tasks/deliverables are proposed for this Project.



Deliverable	Month
Discovery/Design Document Month	M1
Core Configuration Month	M1
Configuration Month 2	M2
Core Configuration Month 3	М3
Customization Month 2	M2
Customization Month 3	М3
Testing	M3
UAT	М3
Training	M4
Push to Production	M4
Post Production Support	M4
Warranty	M4

4. DELIVERY APPROACH

4.1 Methodology

Our standard delivery methodology is a hybrid approach that combines elements of a typical waterfall methodology with aspects of iterative development. This is a proven methodology for implementing Salesforce projects and will assist with adoption assurance and communication activities.

NTT Data will provide a Project Management Plan that includes the following management plans or documents: Charter, Scope Statement, Stakeholder, Change, Configuration, Scope, Schedule, Cost, Quality, HR, Communications, Risk, and Procurement. This plan will be managed by NTT Data.

Adoption Assurance and Communication

Throughout the project, our delivery team will work to promote adoption of the solution we are delivering through several different activities. For this project, steps we are prepared to include are as follows:

- Weekly checkpoints
- Getting LFUCG personnel involved with design sessions, such as joint application design (JAD) sessions
- Getting your system administrator involved
- Providing assistance for your user acceptance testers. Assistance includes answering
 questions related to testing, providing a walkthrough of the portions of the system being
 tested, and any triage for failed tests.

4.2 Resources

NTT Data will update the stakeholder register with names and contact information for NTT Data and Salesforce resources involved directly in the project. In the event resources must NTT DATA Salesforce for Code Enforcement and Enhancement Work for LexCall Page 8



be added or removed, the NTT Data PM will communicate with the LFUCG PM on effective dates and contact information.

4.3 Communications Management

The NTT DATA Project Manager will work in conjunction with the LFUCG PM to develop a communications plan that meets the needs of the identified stakeholders.

4.4 Risk Management

Risk management enables minimization of potential damage to project objectives of schedule, cost, scope and quality thereby increasing the likelihood of success. It will be included in the agreed-upon overall Project Management Plan with LFUCG.

4.5 Project Change Management

The purpose of change management is to define and control all and only work required for achieving the project objectives, state a criterion for measuring its acceptable completeness and manage its acceptance as per the defined criteria. NTT Data will develop a change management plan as part of the overall Project Management Plan, which will require LFUCG approval.

The scope defined in the Statement of Work and subsequent approved deliverables may change during the course of the project. The change may be initiated as a result of change in requirement or other project parameters. All types of changes need to be carefully tracked and managed by applying the change management process.

NTT DATA recognizes that changes are a normal part of the project life cycle and that managing change is critical to the project's ultimate success. Managing change reinforces the "no surprises" approach of NTT DATA's management philosophy. Other advantages include:

Examples of criteria for change include:

- Any request that increases or decreases scope
- An additional deliverable not defined in the original approved project plan
- Changes to an accepted deliverable
- Time spent to investigate and/or estimate any change request
- Time lost due to unavailability of equipment needed by the project team, unavailability of LFUCG personnel, delays in expected turnaround for answers to questions, information needed, approvals, or similar happenings

Either NTT DATA or LFUCG may initiate the change process. A high-level overview of the process includes:

- The NTT DATA project team will document the change, including a description of the change and the impact on costs, staffing, deliverables, and project schedule.
- The authorized LFUCG leadership will approve or reject in 5 working days, unless we mutually agreed to a different timeline in advance.
- No work associated with the change request will begin until it has been approved.
- If approved, the project baseline cost, schedule, and so on are adjusted.



5. ASSUMPTIONS

This proposal is based on a series of assumptions. Our hope is that by sharing these assumptions with you, we can help build a common understanding on what it will take to make this engagement a success. We would welcome the opportunity to review and discuss these assumptions further with you.

Among our assumptions:

- Statement of Work. This proposal is submitted by NTT DATA based on our understanding that, prior to the commencement of services, LFUCG and NTT DATA will mutually develop and agree upon a detailed statement of work that defines the scope of services as part of a final contract.
- 2) Acceptance Criteria and Review. We will mutually define, agree upon, and document detailed acceptance criteria for deliverables in advance of this project. The project schedule we are proposing incorporates a single review cycle (specifically: submit, review, cure, and accept). As part of this review process, LFUCG will return one consolidated set of comments (if any) to NTT DATA. Second reviews, if necessary, will only consider defects and comments raised during the first review. Any changes to this review process and timeline will be defined during project initiation and accounted for in the project plan so long as the project schedule is not affected by the changes.
- 3) Acceptance Period. To meet the schedules you have requested, over the course of the project, LFUCG will respond to NTT DATA's requests for deliverable approvals, information, data, and clarifications and make project-related decisions within 5 working days, unless we mutually agreed to a different timeline in advance. If a deliverable or other submission is not rejected by the Client within such period, the deliverable or other submission will be deemed accepted. This is to prevent excessive or repeated delays that may impact the project schedule
- 4) **Ability to Shift Work.** NTT DATA has estimated the hours and costs required to complete this project based on our understanding of LFUCG, the information you have provided, and our previous experience. During any given phase of this project, we may find that a particular task does not take as long as estimated. Likewise, we may find another task takes longer than we estimated. In these instances, NTT DATA may shift hours among tasks to make the most efficient use of the time and budget allocated with no corresponding change to the total fixed price.
- 5) **LFUCG's Commitment.** Completion of the proposed scope of work will depend on the full commitment and participation of assigned LFUCG personnel. Moreover, the performance of NTT DATA will rely on certain responsibilities being managed and fulfilled by LFUCG. Delays in performance of these responsibilities may result in additional cost or delay the completion of this project. Such delays should be handled in accordance with the change control procedure established for this engagement.
- 6) Governance. LFUCG will designate a project manager who will serve as the focal point for communications with the NTT DATA team regarding this engagement. LFUCG project manager will have the authority to act on behalf of LFUCG and its agents in all matters regarding this project. This includes, without limitation, acceptance of deliverables. In this engagement, LFUCG will be responsible for:



- a) Identifying stakeholders and participants for various project related activities
- b) Sponsoring all organizational change management and communications activities
- c) Managing all external stakeholders, including any third party entities that will be interfacing with LFUCG systems.
- 7) LFUCCG Facilities and Resources. LFUCG will make available any facilities, software, hardware and other resources—and obtain any licenses or approvals related to these resources—that may be necessary for NTT DATA to perform the services we have proposed in this document. NTT DATA will be relieved of its obligations that are adversely affected by the LFUCG's failure to promptly obtain such licenses or approvals.
- 8) **Building and Remote Access.** LFUCG will provide administrative support to accommodate building access and coordination of facilities as reasonably requested. NTT DATA may perform work offsite. Also, NTT DATA and LFUCG will discuss and mutually agree upon responsibilities for providing remote access equipment, software, and access for offsite personnel.
- 9) Working Hours. Core business hours are 8:30 a.m. to 5:00 p.m. Eastern Time Monday through Friday, except official holidays recognized by LFUCG. If necessary, LFUCG will provide after-hours access to LFUCG facilities for assigned NTT DATA personnel. Also, in order to accommodate travel schedules, assigned NTT DATA personnel may work hours and days other than those defined as core business hours.
- 10) Excused Event/Savings Clause. NTT DATA will not be responsible for any delay or failure to meet milestones, and such failure will not be subject to a claim of default or termination to the extent such failure is due to force majeure events, acts or omissions of a party other than NTT DATA and our subcontractors (if any), or errors or defects in systems and resources of LFUCG or third parties. In the event that such a delay or failure is caused by LFUCG or its agents, NTT DATA will be paid reasonable, documented, and auditable charges directly resulting from such delay or failure, including, without limitation, those costs incurred by NTT DATA for root cause analysis requested by LFUCG.
- 11) **Design Documents and Use Cases Have Priority.** NTT DATA will deliver a final design deliverable based on LFUCG's business process and the work flow templates provided to NTT DATA in writing during the design phase. Any objectives listed in the RFP or other mutually agreed-upon high-level functional requirements for the project will be defined further in functional design documents and use cases approved by both NTT DATA and LFUCG. These approved design documents and use cases will take precedence over the objectives and high-level requirements articulated in the RFP with respect to determining project requirements or acceptance criteria.
- 12) **Design Changes Following Final Design Approval are Subject to Change Control.**Any new or changed business process or work flow template provided by LFUCG after LFUCG's final acceptance of a detailed design that impacts the development of work products or final deliverables will be considered a change to scope and managed through the change control process. Also, any modifications requested by LFUCG to previously accepted work products and deliverables will be subject to the change control process.
- 13) **System Test Plan.** In this engagement, software code and applications will be tested and defects will be identified in accordance with a mutually agreed-upon test plan using test cases developed by NTT DATA. NTT DATA will assign defect classification in



accordance with this test plan. If the application performs in accordance with the test plan and test cases, it will be accepted by LFUCG. Any requests for additional functionality or requests for the application to perform in accordance with different test or use cases will constitute a change subject to the change control process.

- 14) **Performance Test Plan.** NTT DATA will develop a performance test plan as a part of our overall system test plan. We will execute this performance test plan to test the performance of the system in accordance with the criteria specified in the plan or mutually agreed upon with LFUCG during the design phase.
- 15) **User Acceptance Testing.** User acceptance testing (UAT) and configuration management is the responsibility of LFUCG and LFUCG's assigned third parties. LFUCG will prepare a user acceptance test plan and execute this plan with assistance from NTT DATA. LFUCG will be responsible for populating the acceptance test database with accurate data. NTT DATA will work with LFUCG to define user acceptance criteria and LFUCG will not unreasonably withhold acceptance. NTT DATA will review and comment on the user acceptance test plan. Where necessary, NTT DATA will assist LFUCG's acceptance test team in interpreting the results of the test. LFUCG and NTT DATA will discuss the findings and resolve agreed upon defects in an expedited manner. LFUCG will also provide knowledgeable technical resources to assist with system configuration, performance testing, parallel testing, and user acceptance testing of the application in the timeframes allocated in the final detailed work plan that was accepted by LFUCG.
- 16) Client Responsible for Source Data Accuracy. LFUCG will be responsible for validating the accessibility and quality of source system data in order to enable NTT DATA in the data migration process. NTT DATA will be compensated via change order for any unplanned effort related to inaccurate or missing system data.
- 17) Client Responsible for Legacy Systems. If necessary, LFUCG will be responsible for providing and supporting any legacy systems and application modifications to legacy systems.
- 18) **Data Conversion.** Data conversion is not in scope to this project.

General Assumptions

- This estimate assumes a start date of 2/19/2018 however, the timeline will need to be revised upon SOW approval and readiness of LFUCG following their move to the new facility and phone setup.
- LFUCG may purchase the required Salesforce.com licenses, and product support and maintenance directly from Salesforce.com.
- NTT Data will offer additional support based on a T&M model separate from the current pricing model. The primary purpose of this additional support will be to handle customization break-fixes and enhancements.
- The delivery of these services are dependent on your involvement your ability to
 provide accurate and complete information as needed, your timely and effective
 completion of the responsibilities as identified herein, the accuracy and completeness
 of the Assumptions, and timely decisions and approvals by your management.
- LFUCG will provide suitable office space (desk, telephone, network connectivity) as needed for NTT DATA staff working onsite.
- NTT Data will supply expert resources to address the above scope areas only.



- LFUCG will provide access to resources with knowledge of both the technical workings and the business context of the data for all legacy sources of data included in integrations.
- NTT Data resources can be allowed to work remotely.
- If any Firewall restrictions are identified, LFUCG will open them up to NTT DATA as needed in order to facilitate the integration with Salesforce.com.
- Any middleware that needs to be created can potentially change the timeline due to complexity and security concerns. Any changes will be handled as described in the Change Management Section of this SOW.
- Because NTT DATA is not the manufacturer or developer of Salesforce.com's
 products or services, their operation with respect to processing and securing data,
 are only warranted under the terms and conditions of the Salesforce.com service
 terms.
- NTT DATA shall not be responsible for any failure to meet milestones or provide deliverables, and such failure shall not be subjects to a claim of default or terminations, to the extent such failure is due to force majeure events, acts of omissions of a party other than NTT DATA, or errors of defects in LFUCG's or a third parties' systems and resources.
- The LFUCG Administrators will have a basic understanding of the SalesForce.com platform.



6. PRICING

Fees for professional services have been estimated based on the information provided by LFUCG. The following price is based on system development, implementation, training and other services/materials (including travel) required to implement and deliver the Salesforce solution. Invoicing will be based on monthly review and approval of deliverables by LFUCG.

Estimated Project Price

The proposed project is estimated to be approximately \$396,347.17 USD.

Deliverable Invoicing	Amount
Month 1	
Project Prep	14,664.85
Discovery & Requirements	99,086.79
Month 1 Total:	\$113,751.64
Month 2	
Customization	\$59,452.07
Core Configuration	\$59,452.07
Month 2 Total:	
Month 3	
Testing	\$39,634.72
UAT	\$39,634.72
Month 3 Total:	\$79,269.43
Month 4	
Training	\$39,634.72
Push to Production	\$44,787.23
Warranty	\$0.00
Month 4 Total:	\$84,421.95
TOTAL PROJECT PRICE:	\$396,347.17

6.1 Payment of Fees

In consideration of Contractor's performance of the services, LFUCG shall pay to NTT DATA the fees based on work performed and through deliverable acceptance provided by NTT DATA.

Payment shall be made within the period stipulated in the Invoice.



Statement of Work Approved by:

NTT DATA, Inc.	
 Signature: Mita'V. Buyurd	Date: 1-13-18
Print Name: Mitzi V. Shepherd	
Title: Vice President	

Lexington-Fayette Urban County Government		
Signature: Alsona Valuenti	Date:	2/7/18
Print Name: Aldona Valicenti		
Title: LexCall Executive Sponsor		

Lexington-Fayette Urban County Government	
Signature: Jatrica Jalum	Date: 2/1/18
Print Name: Pat Tatum	/ /
Title: LexCall Sponsor	

Lexington-Fayette Urban County Gove	
Signature DocuSigned by:	Date: 2/12/2018
Print Name: Derek Paulsen	



Title: Code Enforcement Executive Sponsor

Approved By (continued):

Lexington-Fayette Urban County Government

Signature: Date: 2/7/18

Print Name: Kenneth Armstrong

Title: Code Enforcement Sponsor

Lexington-Fayette Urban County Government

Signature: Date: 2/9/18

Print Name: Dowell Hoskins Squier

Title: B/H Executive Sponsor

Lexington-Fayette Urban County Government

Signature:

Date: 7 9 18

Print Name: Scott Shapiro

Title: B/H Sponsor