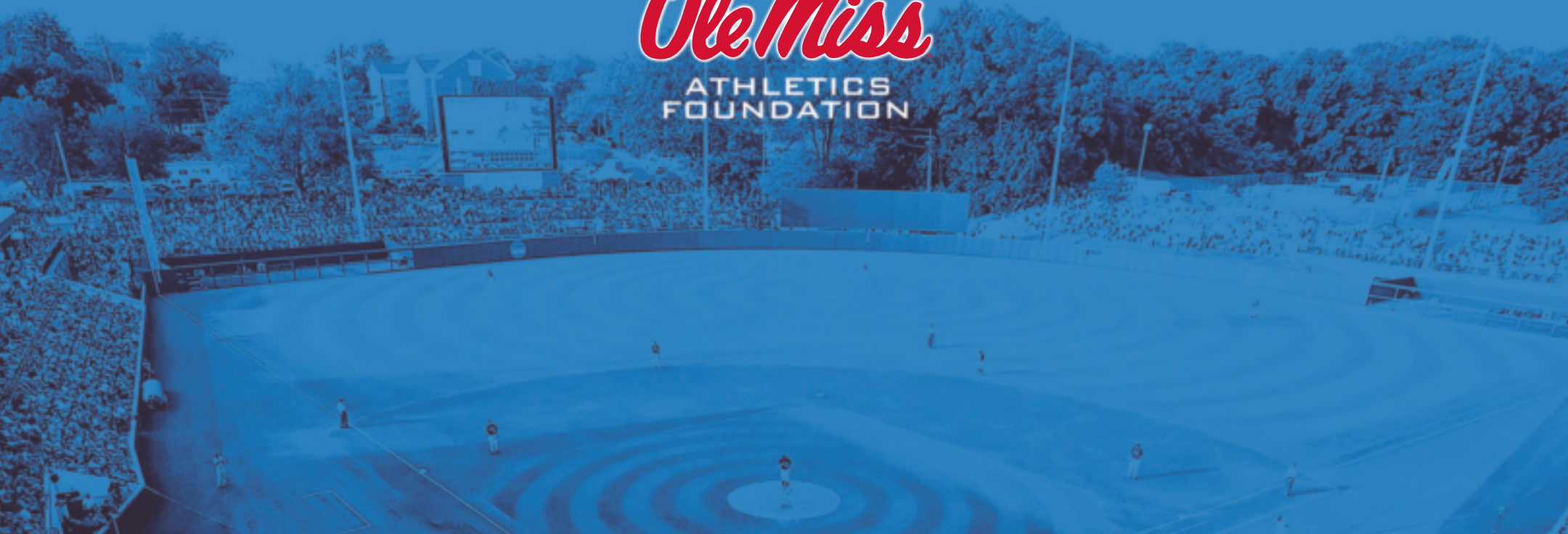


# ANNUAL FUND

## 2021-22 DONOR HANDBOOK

*Ole Miss*

ATHLETICS  
FOUNDATION



Dear Rebel Nation,

We are excited for another year of competition in Oxford and can't wait to see what 2021 brings for Ole Miss. Amid these difficult times, we are forever grateful that you continue to prioritize Ole Miss Athletics and our student-athletes. Despite the challenges we all face, our Rebel fan base has remained united, and your ongoing generosity is nothing short of amazing.

The 2020 season has marked the start of a new era for many of our programs, including an exciting start to the Lane Kiffin era on the football field. Our volleyball, soccer and basketball programs are also successfully navigating the challenges of the COVID climate, and all involved have shown that we remain committed to success for our student-athletes both on and off the field—shown not only in their in-game efforts, but also a program record 991 multi-year APR, eight points higher than the national average.

The total cost to support a single student-athlete per year is more than \$55,000 in-state and \$75,000 for out-of-state students. Ole Miss Athletics will always push forward and invest in the lives of our 400-plus student-athletes in every way possible. Health and sports performance resources, academic resources, counseling and mental health services, student-athlete development programs to aid in job placement after graduation—all come together to give our Rebels the platform for an incredible experience in Oxford and success for years to come.

Our leadership is committed to hiring top-level coaching staffs to lead our teams and providing them with the resources necessary to succeed in the Southeastern Conference and nationally. We are fortunate to have one of the best slates of coaches in college athletics across the board. We encourage you to get to know the ones you may not already be familiar with in the upcoming year.

The last year has been challenging for us all. We have persevered to stay the course and come out of these difficult times stronger than before. Your support in many different ways has provided security for the success of our student-athletes and coaches. Now more than ever, those contributions are vital as we invest in the future of Ole Miss Athletics. We thank you for your investment and your positive outlook, which are significantly helpful in growing the support from Rebel Nation.

We are thankful more than we can adequately say for your unwavering generosity. We all feel the renewed energy and excitement. As we step forward and grow our programs, I am honored to serve our great university. Our future is bright, and our best days are ahead.

Go Rebels!



Fowler Staines, CPA  
Chief Executive Officer / Chief Financial Officer

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# OLE MISS ATHLETICS FOUNDATION STAFF

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**KEITH CARTER**  
VICE CHANCELLOR FOR  
INTERCOLLEGIATE ATHLETICS



**FOWLER STAINES**  
CHIEF EXECUTIVE OFFICER/  
CHIEF FINANCIAL OFFICER



**DENSON HOLLIS**  
CHIEF DEVELOPMENT OFFICER/  
ASSOCIATE A.D. FOR DEVELOPMENT



**WESLEY OWEN**  
CHIEF REVENUE OFFICER/  
ASSOCIATE A.D. FOR DEVELOPMENT



**ANNE DARBY**  
DIRECTOR OF DEVELOPMENT



**TAMMY DIGGS**  
DONATIONS MANAGER



**HAILEY GILLELAND**  
ASSOCIATE DIRECTOR OF  
DEVELOPMENT



**SEAN GILLEN**  
OUTBOUND SALES MANAGER



**ERICH HORNER**  
ASSOCIATE DIRECTOR OF  
DEVELOPMENT



**JENNY JOHNSON**  
ASSISTANT DIRECTOR OF  
DEVELOPMENT



**JORDIE KINDERVATER**  
DIRECTOR OF DEVELOPMENT



**KATELYNN LACKER**  
ACCOUNTANT



**ANTHONY LOCASCIO**  
ASSISTANT DIRECTOR OF  
DEVELOPMENT



**MATT MCLAUGHLIN**  
ASSISTANT A.D. OF DEVELOPMENT



**IAN SADLER**  
DIRECTOR OF DEVELOPMENT





# IMPORTANT DATES AND DEADLINES

**APR. 30**

**DEADLINE:** Football season ticket renewals

**DEADLINE:** Annual Fund & Priority Seating renewals due for football, men's basketball and baseball

Priority points calculated for football ticket and parking selections

**MAY 31**

**DEADLINE:** Football away game ticket orders

**JUNE 14**

Online parking and seat selection process for football begins

**JULY 1**

Basketball season tickets on sale

**AUG. 31**

**DEADLINE:** Basketball season ticket renewals

Priority points calculated for basketball ticket and parking selections

**SEP. 30**

Online parking and seat selection process begins for basketball

**OCT. 1**

Baseball season tickets on sale

**OCT. 31**

**DEADLINE:** Baseball season ticket renewals

Priority points calculated for baseball ticket and parking selections

**NOV. 15**

Online parking and seat selection process begins for baseball

**DEC. 15**

Priority Seating & Annual Fund balances due

**DEC. 31**

Last day to make donations to receive giving credit for the 2021 tax year

**2022**

**JAN. 10**

Football season tickets on sale

**FEB. 1**

Annual Fund & Priority Seating renewals mailed



# ANNUAL GIVING LEVEL BENEFITS

	REBEL	VARSITY	STARTER	CAPTAIN	ALL-CONFERENCE	ALL-AMERICAN	MVP	HALL OF FAME	LEGEND
	\$50	\$300	\$600	\$1,250	\$2,500	\$5,000	\$10,000	\$17,500	\$25,000
	R	V	S	C	AC	AA	MVP	HoF	L
Support Rebel Student-Athletes' Pursuit of Education and Championships	X	X	X	X	X	X	X	X	X
Priority Points	X	X	X	X	X	X	X	X	X
Exclusive Car Decal	X	X	X	X	X	X	X	X	X
Online/Game Program Listing	X	X	X	X	X	X	X	X	X
Ole Miss Athletics Foundation Merchandise			X	X	X	X	X	X	X
Eligible to purchase Football Gameday Parking*	X	X	X	X	X	X	X	X	X
Football Bowl and Away Game Ticket Eligibility *	2	4	4	4	6	8	10	12	14
Basketball and Baseball NCAA/SEC Post-Season Ticket Eligibility*	2	2	2	4	4	4	6	6	6
Exclusive Annual Facilities Tour*						X	X	X	X
Exclusive Annual "Chalk Talk"*							X	X	X
Invitation to Ole Miss Athletics Foundation Member Day*	X	X	X	X	X	X	X	X	X
Invitation to Annual Signing Day Reception*	X	X	X	X	X	X	X	X	X
Thank you Reception with AD and Special Guests*								X	X

\* Based on restrictions, availability, and priority

# FREQUENTLY ASKED QUESTIONS

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## **How do I transfer tickets/parking/priority points?**

You may transfer seats as a benefit of your Capital Gift Agreement (CGA) in football and men's basketball and your personal seat license (PSL) in baseball. Seats not covered by a CGA or PSL may be transferred by completion of a transfer form and a transfer fee of \$250 per seat. Parking is not transferable because it is reallocated annually. Priority points are not transferable because they are a measure of past support of Ole Miss Athletics.

## **How are away game and neutral site tickets allocated?**

Tickets for away games and neutral sites are allocated based on blue priority points, availability and donor level. All ticket requests are ranked based on blue priority points immediately following the posted deadline. To determine your ticket eligibility, please view the annual fund benefits chart on page 5. Members are assigned the best available seats as provided by the host site based on their blue priority points. No refunds or exchanges will be issued based on location.

## **Are giving plans available?**

The Ole Miss Athletics Foundation offers a flexible monthly giving option for members to make their donations. All giving plans with the Ole Miss Athletics Foundation must be completed by December 15, 2021. It is Ole Miss Athletics Foundation policy to hold tickets and parking for all accounts that fall behind on any giving plans. Giving plans are not available online. Please contact the Ole Miss Athletics Foundation at 662-915-7159 or [omaf@olemiss.edu](mailto:omaf@olemiss.edu) to set up a giving plan.

## **What forms of payment are available?**

The Ole Miss Athletics Foundation accepts cash, check, credit card, ACH fund transfers, and gifts of stock.

## **Do I have to be a season ticket holder to join the Ole Miss Athletics Foundation?**

No. Regardless of whether or not you can attend athletic events, your support allows us to continue giving Rebel student-athletes the highest quality experience. Membership starts at \$50.

## **Is my gift tax-deductible?**

According to the Tax Cuts and Jobs Act effective January 1, 2018, Internal Revenue Code Section 170(l) has been amended to eliminate charitable deductions previously allowed for donations given for seating in athletics venues. Priority seating donations will not be deductible for tax purposes. All donations to the Annual Fund beyond the priority seating requirement amount will be treated as 90% charitable as they are not tied to your seating purchases. Other examples of philanthropic giving include Vaught Society, the 110% Campaign, Forward Together, For the Rebs, and Sport-Specific giving.

Please consult with your tax advisor for information on how these changes affect your personal income taxes.

## **How do I make my donation online?**

The Ole Miss Athletics Foundation offers the ability to make donations online by visiting [GiveToAthletics.com/Donate](https://GiveToAthletics.com/Donate). Current donors may call 662-915-7159 (option 2) or email [omaf@olemiss.edu](mailto:omaf@olemiss.edu) to receive your login credentials. All new donors can register directly online. Once logged in, you can:

- View your red and blue priority points
- View your current seat location
- View your giving history
- Update your contact information

## **Is my donation refundable?**

Donations and season ticket purchases are not refundable.

# PRIORITY POINTS AND TAX DEDUCTIBILITY

In 2018, the Ole Miss Athletics Foundation's priority points structure changed. This change affects how donors accrue and use priority points, and may affect the tax deductibility of donations to the Ole Miss Athletics Foundation. The new priority points structure ensures compliance with the Tax Cuts and Jobs Act that went into effect January 1, 2018 and allows donors to continue to receive tax deductions for donations above & beyond required seating amounts. In the current priority points structure, donors and season ticket holders can accumulate red points and blue points, which can be used for a variety of selections and allocations.

The charts below are a breakdown of 2020-2021 Athletics Foundation donors and their priority point totals. Numbers are accurate as of December 1, 2020

RED PRIORITY POINT RANKINGS	
DONOR RANK	PRIORITY POINTS
100	4698.69
250	2609.8
500	1708.45
1,000	980.97
2,500	385
5,000	140.5
10,000	33
12,500	17
15,000	8

BLUE PRIORITY POINT RANKINGS	
DONOR RANK	PRIORITY POINTS
100	5,096.5
250	2,704.5
500	1,730.74
1,000	995
2,500	383.5
5,000	138
10,000	32
12,500	16
15,000	8

## RED POINTS

- 1 point per season ticket purchased
- 1/2 point per \$100 donated to priority seating



Your red points total will be used for rankings for seat selections and purchases in Ole Miss venues.

## BLUE POINTS

- 1 point per season ticket purchased
- 1/2 point per \$100 donated to priority seating
- 1 point per \$100 donated above and beyond seating requirements



Your blue points total will be used for on-campus parking allocations and rankings for seat selections in non-Ole Miss venues, like away games or postseason play.

# VAUGHT-HEMINGWAY STADIUM FOOTBALL SEATING

The per-seat donations required to maintain seats at Vaught-Hemingway Stadium for 2021 are located to the right. All seats, including those in sections requiring per-seat donations, require a separate season ticket purchase.

## Renew Season Tickets

2019 ticket holders must renew by April 30, 2021 in order to keep their seats for the 2021 football season. If a current season ticket holder wants to move, add, or upgrade their seats, they can do so during the selection process in June. Purchasing tickets by April 30 guarantees you a selection timeslot in June. Seat selection timeslots are determined by your red priority point ranking. (See page 8 for more information on priority points). Season ticket holders who renew by the April 30 deadline will keep their same seat location unless they elect to move during the seat selection process.

## Purchase New Season Tickets

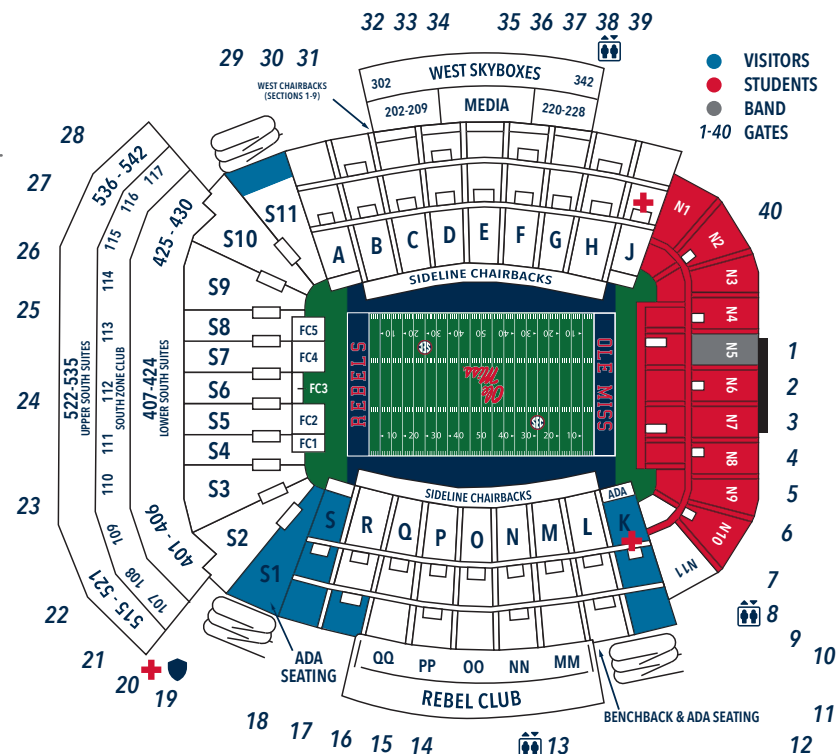
Requests for new football season tickets must be submitted by the April 30 deadline and will be filled through the online seat selection process. Seat selection timeslots are determined by your red priority point ranking. New season ticket holders will be able to choose from any available seats during their specific timeslot. No location is guaranteed for new season tickets, as all new ticket requests are based on priority and availability.

## Request Additional Season Tickets

Additional season ticket requests are due by the April 30 deadline. Locations for any additionally requested football season tickets may be selected during the online seat selection process in June. Seat selection timeslots are determined by your red priority point ranking. No location is guaranteed for new season tickets, as all new ticket requests are based on priority and availability.

## Club Season Tickets

All non-renewed club seats are made available through the online seat selection process. Those interested in upgrading to a club area or adding additional club seats should review availability during their selection timeslot. Seat selection timeslots are ranked by red priority points and based on availability.



## Annual Donation

SECTION	PER-SEAT
Rebel Club	\$1,750/\$2,350*
South Club	\$1,600/\$2,100*
Field Club	\$1,000/\$1,350*
A	\$50
B	\$50
C	\$125
D	\$400/\$600*
E	\$750/\$925*
F	\$400/\$600*
G	\$125
H	\$50
J	\$50
K	\$50
L	\$50

SECTION	PER-SEAT
Benchback M, Q, N, P	\$350/\$500*
M	\$50
N	\$125
Benchback O	\$500/\$600*
O	\$400/\$600*
P	\$125
Q	\$50
R	\$50
Sideline Chairbacks	\$250/\$400*
West Chairback Midfield (4-6)	\$500/\$600*
West Chairback Sideline	\$450/\$500*
South Endzone (S1-S11)	N/A
North Endzone	N/A

\*Per-Seat with CGA/Per-Seat without CGA

\*\* CGAs in affect through the 2025 season



# FOOTBALL PARKING

Gameday parking for football is reallocated annually during the parking selections in June. All parking selection are based on blue priority points and availability. The following criteria govern parking selections:

- To be included in the parking selection process, donors must request a pass for \$150 through the Ole Miss Ticket Office by April 30.
- Donors will be issued a selection timeslot based on their blue priority point ranking.
- Donors can select their parking location(s) online at OleMissSeats.com during their assigned selection timeslot.
- No parking location is guaranteed; all selections are based on blue priority points and availability (for more information on priority points see page 8).
- All parking requests received after the April 30 deadline will be placed on a waitlist. If there are any parking passes available after the selection process has finished they will be assigned based on blue priority points.
- Donors are eligible to request season parking passes based on their annual football commitment using the criteria below:

Football Priority Seating/ Parking Donation Amount	Parking Pass Eligibility
\$50-\$4,999	1 season parking pass
\$5,000-\$9,999	2 season parking passes
\$10,000 and above	3 season parking passes

*\*Lot assignment based on priority points and availability.*



**PARKING ON SIDEWALKS, GRASS, OR BLOCKING TRAFFIC IS STRICTLY PROHIBITED.  
PARKING IN AN ADA-MARKED STALL REQUIRES A STATE-ISSUED ADA CREDENTIAL.**

## ADA Parking

In compliance with the Americans with Disabilities Act (ADA) and the Office of Civil Rights, parking is expressly prohibited on sidewalks, roadsides, grass and other areas that prevent appropriate access and consideration to pedestrians, wheelchairs and other forms of access. The University of Mississippi and the City of Oxford will strictly enforce these parking regulations. The University of Mississippi provides all on-campus ADA stalls as well as additional parking for home athletics events. In order to park in an ADA stall on gameday for football, men's basketball and baseball, you must display your state-issued ADA credential and the appropriate gameday parking pass for the specific parking lot in which you are attempting to park. Failure to display both credentials may result in citation and/or tow at owner's expense.

**RV Parking is \$1,500 for the season. Please contact the Athletics Foundation for availability at 662-915-7159.**



## Renew Season Tickets














## Purchase New Season Tickets

## Request Additional Season Tickets

## Club Season Tickets

All basketball season tickets not covered by a Capital Gift Agreement (CGA) are re-selected annually. To learn more about committing to a long-term seating location through the 2025-26 season contact the Ole Miss Athletics Foundation at 662-915-7159 (option 2).



Annual Donation			
	SECTION	PER-SEAT	CGA
	Floor Seats	\$2,500	\$2,250
	All-American Club	\$1,750	\$1,800*
	Courtside Club	\$1,200	\$1,350 *
	Pavilion Club	\$800	\$900*
	Pavilion Seating Sideline (102-104)	\$300	\$450*
	Pavilion Seating Corner (101, 105, 109, 115)	\$225	\$450 *
	Pavilion Seating Baseline (106-108, 116-118)	\$150	\$450 *
	Mezzanine First 4 Rows (201-207, 212-218)	\$75	\$450 *
	Mezzanine	N/A	\$450*
	Students	N/A	N/A
	ADA Seating	For ADA tickets, contact the Ole Miss Ticket Office at 662-915-7159	
	Band	N/A	N/A
	Media	N/A	N/A

[ 9 ]

# BASKETBALL PARKING

Gameday parking for basketball is reallocated annually. All parking allocations are based on blue priority points and availability. The following criteria govern parking allocations:

- To be included in the parking allocation process, donors must request a pass for \$100 through the Ole Miss Athletics Ticket Office by August 31.
- Donors can select their parking location(s) online at OleMissSeats.com during their assigned selection timeslot.
- All parking requests received after the August 31 deadline will be placed on a waitlist. If there are any parking passes available after the selection process has finished they will be assigned based on blue priority points.
- Donors are eligible to request season parking passes based on their annual basketball commitment using the criteria below:

Basketball Priority Seating/ Parking Donation Amount	Parking Pass Eligibility
\$50-\$4,999	1 season parking pass
\$5,000-\$9,999	2 season parking passes
\$10,000 and above	3 season parking passes

*\*Lot assignment based on priority points and availability.*



## ADA Parking

In compliance with the Americans with Disabilities Act (ADA) and the Office of Civil Rights, parking is expressly prohibited on sidewalks, roadsides, grass and other areas that prevent appropriate access and consideration to pedestrians, wheelchairs and other forms of access. The University of Mississippi and the City of Oxford will strictly enforce these parking regulations. The University of Mississippi provides all on- campus ADA stalls as well as additional parking for home athletics events. In order to park in an ADA stall on gameday for football, men's basketball and baseball, you must display your state-issued ADA credential and the appropriate gameday parking pass for the specific parking lot in which you are attempting to park. Failure to display both credentials may result in citation and/or tow at owner's expense.

# O-U STADIUM BASEBALL SEATING

The per-seat donations required to maintain seating at O-U Stadium for 2022 are located to the right. All seats, including those requiring a donation, require a separate season ticket purchase.

## Renew Season Tickets

All donors who renew their tickets by the October 31 deadline will be included in the online seat selection process in November 2021. Selection timeslot are based on red priority points and availability (see page 8 for more information on priority points).

## Purchase New Season Tickets

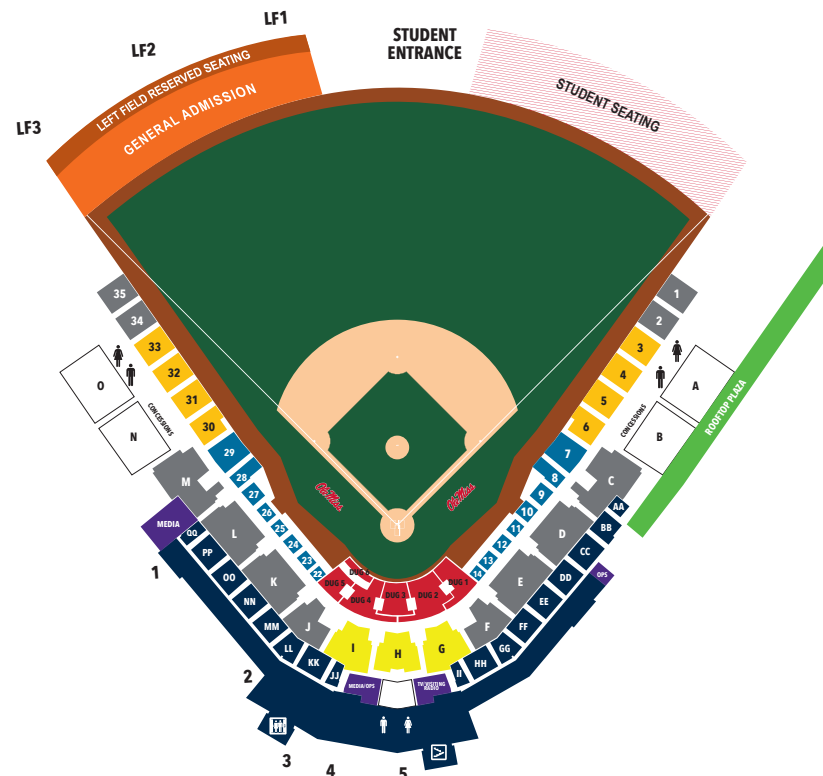
Requests for new baseball season tickets must be submitted by the October 31 deadline and will be filled through the online seat selection process in November 2021 based on red priority points and availability.

## Request Additional Season Tickets

Additional season ticket requests are due by the October 31 deadline. Locations for any additionally requested baseball season tickets will be selected during the online selection process in November 2021. Selection timeslots are ranked by red priority points and based on availability.

## Club Season Tickets

All non-renewed seats in the Dugout Club, Diamond Club, and Rooftop Plaza are made available through the online seat selection process. Those interested in upgrading seats to a club area, or adding additional club seats should review availability during their selection timeslot. Selection timeslots are ranked by red points and based on availability.



Annual Donation		PER-SEAT
SECTION		
	Dugout Club	\$2,000
	Diamond Club	\$1,650
	Rooftop Plaza	\$500
	Infield Box (Section 7-14, 22-29)	\$550
	Sections 3-6, 30-33	\$275
	Sections G-I	\$165
	Sections C-F, J-M, 1-2, 34-35	\$140
	Sections A-B, N-O	N/A

Note: ADA rows in the Diamond Club, Dugout Club, Boxes 29-30 and 6-7 require a per-seat donation. Sections C and M are re-allocated during Regionals and C, M, and L are re-allocated for Super Regionals.



# BASEBALL PARKING

Gameday parking for baseball is reallocated annually. All parking allocations are based on blue priority points and availability. The following criteria govern parking allocations:

- To be included in the parking allocation process, donors must request a pass for \$100 through the Ole Miss Athletics Ticket Office by October 31.
- Donors can select their parking location(s) online at OleMissSeats.com during their assigned selection timeslot.
- All parking requests received after the October 31 deadline will be placed on a waitlist. If there are any parking passes available after the selection process has finished they will be assigned based on blue priority points.
- Donors are eligible to request season parking passes based on their annual baseball commitment using the criteria below:

Baseball Priority Seating/ Parking Donations	Parking Pass Eligibility
\$50-\$4,999	1 season parking pass
\$5,000-\$9,999	2 season parking passes
\$10,000 and above	3 season parking passes

*\*Lot assignment based on priority points and availability.*



## ADA Parking

In compliance with the Americans with Disabilities Act (ADA) and the Office of Civil Rights, parking is expressly prohibited on sidewalks, roadsides, grass and other areas that prevent appropriate access and consideration to pedestrians, wheelchairs and other forms of access. The University of Mississippi and the City of Oxford will strictly enforce these parking regulations. The University of Mississippi provides all on-campus ADA stalls as well as additional parking for home athletics events. In order to park in an ADA stall on gameday for football, men's basketball and baseball, you must display your state-issued ADA credential and the appropriate gameday parking pass for the specific parking lot in which you are attempting to park. Failure to display both credentials may result in citation and/or tow at owner's expense.

RV parking is \$700 for the season. Please contact the Athletics Foundation for availability at 662-915-7159.



The Vaught Society was started in 2005 as an exclusive group of donors who had contributed over \$350,000 in their lifetime to Ole Miss Athletics. These generous individuals have built the foundation we stand on today, and we are eternally grateful for their support. Members of the re-structured Vaught Society make commitments of at least \$25,000 which are fulfilled over a five-year period.

Since its restructure in December 2009, the Vaught Society has increased its membership from 27 to approximately 450 members and has generated over \$100 million in philanthropic support for Ole Miss Athletics. Currently, all pledges to the Vaught Society are being directed towards the Forward Together Campaign and FOR THE REBS.

The Vaught Society is the major gift fundraising arm of the Ole Miss Athletics Foundation. These major gift commitments are above and beyond any priority seating annual donations. In recognition of their generosity, Vaught Society members gain access to an exclusive stewardship program.

If you would like to discuss the Vaught Society in more detail with an Ole Miss Athletics Foundation staff member, please email [vaught@olemiss.edu](mailto:vaught@olemiss.edu) or call (662) 915-7159.

#### BENEFITS OF THE VAUGHT SOCIETY INCLUDE



Priority Points



Gameday Program  
Recognition



Exclusive Member  
Events



Vaught Society  
Ole Miss Gear

#### BENEFITS AT THE HIGHER LEVELS OF GIVING INCLUDE



Pregame Sideline  
Access



Football Away  
Game Travel



Naming  
Opportunities







# OUR MISSION, YOUR IMPACT

The Ole Miss Athletics Foundation is the fundraising arm of Ole Miss Athletics. The mission of the Ole Miss Athletics Foundation is to aid the Department of Intercollegiate Athletics at The University of Mississippi and 400+ student-athletes that compete for the Rebels. The Ole Miss Athletics Foundation provides support for the Vision, Purpose, and Core Values of the Ole Miss Athletics department.

## SUPPORT PER STUDENT-ATHLETE



**\$4,764**  
Academic Services



**\$3,730**  
Strength & Conditioning



**\$16,013**  
Medical Services



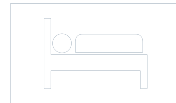
**\$3,787**  
Nutrition



**\$25,642<sup>1</sup>/\$41,914<sup>2</sup>**  
Scholarship



**\$8,422<sup>1</sup>/\$11,692<sup>2</sup>**  
Non-Traditional Academic Term Scholarship



**\$1,158**  
Academic Break Meals & Housing

1- In-state 2- Non-Resident

\* Non-Traditional Academic Term Scholarship includes a student-athlete taking one Winter Intersession course and two Summer classes. All budgets are actual budgets for the 2020-21 academic year. Student-Athlete support does not include coaching salaries, travel, facilities expenses, event management and other administrative expenses.



## VISION

TO BE THE NUMBER ONE ACADEMIC AND ATHLETICS PROGRAM THROUGH THE STRONG EMPHASIS OF CORE VALUES AND THE OPPORTUNITY TO EXPERIENCE ATHLETIC PURSUITS AT THE HIGHEST LEVEL.

## PURPOSE

TO DEVELOP STUDENTS TO THEIR FULLEST POTENTIAL THROUGH ATHLETICS.

## CORE VALUES

ACADEMIC EXCELLENCE  
INTEGRITY  
SOCIAL RESPONSIBILITY  
STUDENT-ATHLETE WELFARE  
UNIVERSITY INTEGRATION  
COMMUNITY ENGAGEMENT  
COMPETITIVE EXCELLENCE



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