

## **Abstract**

**Title:** Volunteering at sport events

**Objectives:** The main objective of this thesis is to identify the most important factors that motivate volunteers in Czech Republic to their participation at sport events. A questionnaire was distributed amongst the volunteers. Detected data should help the organizers to understand what kind of people the volunteers are and help with their future recruitment.

**Methods:** The following methods were used when writing this thesis: case studies, the analysis of the relevant and available documents, written questioning.

**Results:** Results of the survey show that most of the volunteers are younger than thirty years and that women are slightly prevailing among them. Volunteers valued following motives as the most important for their participation: I want to help make the event a success, I want to be beneficial, I want to spend my free time in a meaningful way. In comparison with the foreign studies, which are analysed in this thesis, it showed that volunteers in foreign countries consider similar motives as the most important.

**Keywords:** Volunteering, volunteers, motives, motivational factors, sport events