

## **Abstract**

**Title:** Planning and organizing a sport event in Milevsko

**Objectives:** The main purpose of this thesis is to create a real basis for the organization of the unique competition in rhythmic gymnastics, to find out the interest of the clubs from the Czech Republic for this competition and to describe the organizational strategy for the implementation of the competition.

**Methods:** To obtain the necessary information for this thesis an electronic questionnaire was created. Interviews method and SWOT analysis were also used.

**Results:** Based on the questionnaire, interviews, SWOT analysis and study of organizational strategy by various authors, an organizational strategy for the organization of a unique competition in rhythmic gymnastics was written. After the end of the event, the organizational strategy was evaluated, feedback was obtained from participants and visitors, and recommendations for the competition were written for coming years.

**Keywords:** Management, marketing, rhythmic gymnastics, questionnaire, interview, SWOT analysis