

## **Abstract**

**Title:** Use of sports personalities for marketing communication of Mr. Sailor.

**Objectives:** The main aim of this work is to create a concept for the use of sports personalities in the form of sponsorship of Mr. Sailor. Based on information about individual athletes obtained during the interviews, a general pattern for sponsoring celebrities will be drawn up.

**Methods:** In this work was used the method of written and especially oral questioning. An in-depth interview method was used to evaluate the relationship between the athletes' sample and sponsorship, which helped to obtain more extensive information. After compiling questions for an in-depth interview, a pilot was conducted on a sample of athletes representing individual areas of sport from which the ideal candidates for the application of the concept were selected.

**Results:** The result of this work is to create a set of questions subjected to piloting, which will later be the subject of an in-depth interview with individual athletes. Based on the information gathered, a general form of sponsorship packages serving as an offer will be created and, on the other hand, a list of sponsorship requirements. Subsequently, ways of activating cooperation with personalities will be proposed. In the future, it is possible to apply this knowledge to set up cooperation with future brand ambassadors.

**Keywords:** Mr. Sailor, ambassador, sports personality