

Abstract

The purpose of this work is to describe event marketing as a part of the communication mix, to demonstrate its potential and conduct a research to find out if the event 2018 Men's World Floorball Championship helped to boost popularity of floorball in the Czech Republic. Secondary research will answer the question whether hosting the 2018 Men's World Floorball Championship increased the viewership of Czech Tipsport Superleague. The work will present the essence of event marketing, floorball and its history and data from the organization of the 2018 Men's World Floorball Championship.

In the practical part, this bachelor thesis will focus on the measurability of popularity and viewership of floorball in connection with 2018 Men's World Floorball Championship. Using a quantitative survey on the impact of the 2018 World Floorball Championship on the popularity of floorball in the Czech Republic, descriptive statistics from the SportCal study - GSI Event Study - IFF Men's World Floorball Championships 2018 and a comparison of TV-viewership of men's top domestic floorball competition 2018/2019 thesis finds out the effectiveness of organizing large international sports events on the domestic popularity of the sport.

The main benefit of this work is the result of research that will help answer the question of whether the organization of major international sporting events, in this case the 2018 World Floorball Championship, will contribute to increasing the popularity of the sport in the host country. The specific results of the research of this work can, to a certain extent, be transferred to events of a similar type and size

Key words: Event marketing, Floorball, World Floorball Championship, Popularity of sport

Title: 2018 Men's World Floorball Championship and its influence on popularity of floorball in the Czech Republic