

Abstract

- Title:** Marketing recruitment campaign of new members to the club TJ Vodní Stavby Praha – Zelený pruh
- Objectives:** The aim of this bachelor's thesis is the analysis of previous recruitment campaigns and the creation of a new comprehensive marketing promotion for the club of rhythmic gymnastics TJ Vodní Stavby Praha – Zelený pruh with the intention of increasing the membership base and awareness of the club.
- Methods:** The bachelor thesis is based on the analysis of secondary data associated with the researched club (number of members, evaluation of flyers from past years, club social networks and website). Next part was quantitative method of personal interviewing of parents of participating children in order to find out the feedback of resources used to promote recruitment. and comparison of recruitment strategies of other local clubs.
- Results:** After analysing the secondary data of the club, it was found out how many members had been added after each recruitment and what the recruitment contributions looked like. Furthermore, the number of website visits for the month of September since 2015 was examined and subsequently compared. Using this data, a campaign for 2020 was created and shared on several channels. In the end, feedback was provided in the form of quantitative investigation of newcomers to the recruitment, in order to discern from where they heard about the event.
- Key words:** Rhythmic gymnastics, marketing communication, membership, social networks, event management