

## **Abstract**

**Title:** Sponsorship proposal for potential partners of SC Xaverov Horní Počernice

**Objectives:** The aim of this thesis is to create a new sponsorship proposal for potential sponsors of SC Xaverov Horní Počernice. The secondary goal is to analyse sponsorship proposals for their actual sponsors and suggest and recommend appropriate measures to improve the current partnerships.

**Methods:** The main method used in this thesis was a semi-structured interview with the head of management of the club. To obtain additional information, a case study and analysis of documents related to the sponsorship of the club have been made.

**Results:** Based on the analysis of the club's current state, it was found that there are no sponsorship packages or an inventory of assets for the sponsors. Therefore, a new collection of five sponsorship packages was created. Those can help the club's bargaining with the sponsors. Furthermore, an inventory of assets which are within the club's reach but are currently not being offered has been created. The club has been also advised to create a section on their webpage dedicated to their potential sponsors and to create the graphic design of the sponsorship proposal.

**Keywords:** sport marketing, sponsorship, sponsorship package, football