

Abstract

- Title:** Use of foreign players in the first Czech league of American football
- Objectives:** The objective of this thesis is to determine the game and club contribution of foreign players (as defined by the CAAF) who played in the first league of American football in the Czech Republic in 2013-2019. To compare their game efficiency with other players and to determine whether foreign players had an impact on the development of the membership base, spectator attendance and league balance.
- Methods:** The thesis analyses secondary data obtained from the web portal of the Czech Association of American Football and internal data provided by the association itself. Semi-structured interviews were conducted with eight representatives of first league American football clubs in the Czech Republic. The number and position of foreign players between 2013 and 2019 who were classified as Foreigners or Imports by the association was examined. The key information for the thesis was selected football statistics. The effect of these foreign players on the development of the membership base, average spectator attendance and league balance was also examined.
- Results:** Foreign players are crucial for Czech clubs and are most often assigned to the position of quarterback. The club contribution is also evident. Foreign players have a hidden effect on the growth of the membership base in the Czech Republic. If properly regulated, foreign players, they do not affect the balance of the league and do not have effect on the average viewership of the league. In the long-term, it is advisable for clubs to invest in foreign players.
- Keywords:** american football, foreigners, import, globalization, migration, benefit, statistics, use, impact