

## **Abstract**

**Title:** Sponsorship of the Czech handball club

**Objectives:** The main objective of this diploma thesis is to create a sponsorship package to address and potentially gain the general sponsor of the Czech handball club TJ Sokol Nové Veselí.

**Methods:** In this diploma thesis, qualitative methods are used – analysis of texts, documents, websites and social networks. Furthermore, a semi-structured interview was conducted with the vice-president of the club. Semi-structured interviews were also conducted with representatives of selected companies.

**Results:** An analysis of the current situation and the interviews showed that the club does not currently have a comprehensive sponsorship package. Communication with sponsors always took place individually on the basis of specific negotiations and a comprehensive form was lacking, which reduced the effectiveness of negotiations. For this reason, the first part of the work focuses on the analysis of the current situation, the possibilities and the offer of counter-services that the club can offer. Based on this, one basic package was created, as the interviews showed that this strategy is more effective for the club. The created package was presented to the addressed sponsors, while the goal was achieved and a new sponsor was obtained for the club.

**Keywords:** sponsorship, sport sponsorship, sponsorship offer, handball