

Abstract

Title: Financing of selected volleyball club

Objectives: The aim of this bachelor thesis is to analyze the incomes of the club from the season 2015/2016 to 2021/2022. It is achieved the main goal on the basis of the analysis, which is to propose recommendations for improvement of the financial situation of the club.

Methods: Qualitative methods were used To achieve the goal in the work. Secondary data were obtained by document analysis and they were supplemented by information obtained through a semi-structured interview. The method of descriptive analysis was used for a clear interpretation of the obtained data.

Results: The result of the work are proposed recommendations that could lead to an increase in income from their own activities. Another recommendation is suggestions that will help the club to get a new sponsor.

Keywords: subsidies, sponsorship, sport club, volleybal

