

Abstract

Title: Analysis and forecast of the development of prize money in selected sports, taking into account unexpected external influences.

Objectives: The main objective of this thesis is to analyze the development of prize money at the largest sporting events - tennis, golf and biathlon, and then create a forecast until 2033. A partial objective is to consider the effects of unexpected external influences (covid-19 and the war between Russia and Ukraine) on the prize money in recent years, which significantly affected the prize money.

Methods used: Quantitative prognostic methods in the Excel program were used to compile the forecast of selected sports events. Using a linear and exponential trend line, the future course of the monitored development was recorded. In most cases, the exponential trend line, which showed a higher R² reliability value, had a higher predictive value.

Results: The result is a forecast of the development of prize money at the largest sporting events of tennis, golf and biathlon and an assessment of external influences (covid and the war between Russia and Ukraine) on their development.

Key words: tennis, golf, biathlon, finance, sponsoring, prize money, forecast, covid-19, forecasting methods, analysis