

ABSTRACT

Title: Financial demands of junior snowboardcross

Objectives: The aim of this bachelor thesis is to determine the financial demands of a junior snowboardcross rider's season and to identify the main costs associated with financing a young rider's sporting career, that are borne by the family.

Methods: Specifically, semi-structured interviews with parents of athletes who are part of the Czech snowboardcross team were used. The responses were subsequently analyzed and categorized into thematic categories and an evaluation of the entire preparation and season of the athlete was made.

Results: The interviews show that the financial demands of training beginners in the junior category are high and have a great impact on the family budget. It became clear that most of the athletes are from well-off families for whom financing athletes is not a problem. On the other hand, there are also talented athletes who cannot be part of the national team because of the high costs, which sometimes reach up to thirty thousand a month, which can cause a great burden for families with an average salary and the need to plan expenses. By advancing through the performance levels, the athlete can help the family and subsequently receive more support from the national team. The most gifted at the world level can reduce the total cost to the family to ten to twenty thousand a year. The level of support from the club and the performance of the athletes themselves are important points that affect the financial demands of the athletes.

Keywords: snowboarding, sport financing, financial costs, parental support, sponsorship