

## **Abstract**

**Title:** Sportsponsorship suggestions for Škoda Auto in the time period 2009-2012

**Work goal:** To propose new strategies of sportsponsorship for spheres of the Škoda Auto company which develop dynamicaly and to propose the improvement for present sponsor projects.

**Methods:** Descriptive analysis, SWOT analysis.

**Annotation:** This thesis analyses the sportsponsorship projects in relation to the bussiness strategy of the Škoda Auto company by the year 2008 and suggests additional strategies in the area of sports sponsoring for timeperiod 2009-2012. New strategies arise from the results of the SWOT analysis, which is intent on the main sportsponsorship projects of the Škoda Auto company - the Ice Hockey World Championship, the Tour de France and the Floorball World Championship.

**Results:** New strategies of sportsponsorship for China and India.

**Key words:** Marketing communication, sponsorship, descriptive analysis, SWOT analysis.