

Abstrakt

Title

The Project of the Streetball League for Basic Schools

Objectives of Thesis

The aim of this thesis to propose long-term project streetball competition. Streetball League, a unique project of its kind, offers an interesting program which will extend the offer after-school youth activities. The project design and marketing concept of the whole competition.

Methods

It was used descriptive analysis, which interprets data obtained from the SWOT analysis, observation and through interviews.

Results

Developing sponsorship package based on the determination of the budget, proposal of suitable partners, the timetable for a media campaign and development program of the final tournament.

Keywords

Marketing, management, SWOT analysis, streetball, promotion, sponsorship.