Abstract

Title: Presentation of partners on Petr Čech´s football school 2010

Objectives: The objective of this dissertation is to evaluate the partners´ presentation at Petr Čech´s football school 2010. The is work trying to come up with the recommendations for organizing company SPORT INVEST Group, how it is possible to strengthen the partners´ presentation and how to get a tool to maintain old partners and acquire new partners.

Methods: The main method is interrogation by questionnaire. Work uses also observation and interview. Data obtained from these methods result in the SWOT analysis.

Results: The dissertation shows that the most important thing for the connection to really work is to activate the sponsorship. The approach to the partners´ presentation must be innovative. The name of Petr Čech included in the project is very attractive for both partners and participants.

Keywords: marketing, sport marketing, sport event organization, Petr Čech´s football school