

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 work is 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