

## **Abstract**

This bachelor thesis looks at how Czech athletes have been rewarded by sports associations over time for obtaining medals or for appearing in the finals of top international athletics competitions.

The thesis aims to analyse the data obtained on athlete rewards provided by the Czech Athletic Federation and subsequently to compare it with rewards of Czech sports associations, leading to possible proposals and recommendations for the future rewarding of athletes.

In the theoretical section, the thesis first describes the rewards process from a management viewpoint, including its administration and the various types of rewards provided. It then looks at the development of athletics competitions from their beginnings to competitions held today including a description of different international competitions, and the athletics associations and federations who organise the competitions.

In the practical section, the thesis looks at rewards for athletes and analyses them. Here a history of how rewards have developed in the Czech Republic is described, and these rewards are subsequently compared with other Czech sports associations.

## **Key words**

Athletics, Athletic Federation, rewards, comparison