

## **Abstract**

This bachelor thesis named Communication Activities of Festival Divadlo between 2009 and 2012 is dedicated to the marketing of culture sector on the example of one of the most important theatre festivals that takes place in the Czech Republic. The theoretical part defines the basic terms related to Art Marketing. This thesis deals with its specifics and options both on a general level and later on the particular example of Festival Divadlo.

The thesis presents International Festival Theatre Plzeň and sets it in the boarder context of Czech theater creations and its promotion. The aim is to give a comprehensive view of its operations and communication to the general and professional public. The practical part focuses on the description of specific communication activities of 17th-20th season, which are based on the concept called Fandíme divadlu (We support theatre). The thesis analyses the communications mix, describes the use of individual channels and in the end brings a critical eye, which aspires to recommend and to propose new solutions that could contribute to further development of marketing communications of this project.