

## Abstract

**Title:** Marketing development and analysis of the ČOV focused on sponsorship

**Objectives:** The aim of this thesis is to evaluate the marketing development since the marketing agency Česká olympijská a.s. was established, partners satisfaction with the counter-offer and the formulation of recommendations for its improvement.

**Methods:** In this work we used a mixed research that we have done through the analysis of texts and documents, questionnaire and a SWOT analysis. Documents provide us an overview of the Czech Olympic Committee and its marketing activities. The questionnaire was used to express partners satisfaction with cooperation with the ČOV. SWOT analysis provided us with evaluation of internal and external factors affecting ČOV.

**Results:** We found out that every Olympic cycle marketing proceeded, it was trying to bring new sources of financing and create various campaigns to raise awareness about the partners. Partners in the questionnaire expressed 100% satisfaction with the counter-offer of ČOV.

**Keywords:** marketing, olympic marketing, sponsorship, Czech Olympic Committee