

Abstract

Title: Application and evaluation of sponsoring for rhythmic gymnastics competition

Objectives: The main objective is the offering of sponsorship packages that have been made previously to former and current sponsors in order to entice them to come back and stay. The next sub-objective is to establish cooperation with new potential partners for competition in rhythmic gymnastics with a tailor-made offer.

Methods: In the work are used the methods of quantitative and qualitative research. The method of written polling is applied to former and current sponsors and the method of direct mail and individual semi-structured interview is applied to the selected potential sponsors.

Results: During the data collection it was found that the former and current sponsors would prefer a more diverse list of options. Based on the results new sponsorship packages were compiled and especially great demanded list of advertisement options. Thanks to some interviews some new sponsors were added to the competition.

Keywords: sponsorship package, list of advertisement options, sports advertising, sports event, donation