

The purpose of this bachelor thesis is to offer analysis of the Czech music festivals background and to present some basic tools used while marketing and promoting them. Thesis shortly summarizes the history of Czech music festivals and describes some of the trends typical for Czech scene, at the beginning. Subsequently it defines basic terms used in marketing and communication ambience, that are lately more specifically anatomized. In the end, all of the presented theoretical findings are applied on one particular example - Budějovický Majáles donation 2012. Its organizers achieved to gain 130 thousand CZK from fans in 8 days to cover the whole deficit in the budget.

This bachelor thesis draws on more than 80 different Czech and foreign sources and so offers replenishment of a minimal amount of the Czech scientific literature pointed at the Czech music festivals problematic. Contribution of the thesis is also an application of some general findings from the ambience of the marketing and advertisement on the Czech music festivals background. Author also draws an attention on the major mistakes done by the festival organizers and presents some particular examples of an application of each of the theoretical principle.

The thesis also points out the fact, that although the Czech music festival scene is still expanding, the professionalism level of most of the festival organizers is not high. Most of the small festivals are facing the absence of money and just exceptionally are the organizers able to gain the publicity alternatively - for example the viral campaigns or the superior quality of the media communication. Treatise shows that propagation of the small Czech music festivals is a topic, that needs mainly to fill the missing literature and to set the rules of the functional practice, because the reality fits it just occasionally.