

**Objectives:** Bachelor thesis concentrates on climbing and mountaineering theme in contemporary Czech marketing campaigns. The main target is to retrace the frequency and the form in which the investigated topic appears in the media and other marketing tools of internal and external communications. We will also try to determine the motivation of companies to use this theme for self-promotion and to compare it with the motivations of climbers and mountaineers, which leads them to carry out the activity.

**Methods:** The survey was based on semi-structured interviews managed together with an analysis of printed and electronic documents. Another data was obtained from the database of media and sports agencies. Participants were representatives of advertising agencies and marketing managers of outdoor and non-outdoor companies that used the topic in their promotion. The key campaigns took place in 2010 – 2014.

**Results:** We assume that the main motivation for companies to use mountaineering and climbing motive for brand promotion are specific personality of climbers themselves, not the activity. Surprisingly the main role in their choice played personal relationships, regional support and the personal character, more than sport results or popularity. By combining brand with an individual climber companies try to achieve a positive transfer of desirable personal character on the brand itself. The most important in sponsorship field is a professional approach of both sides. (Conclusions relate primarily to non-outdoor companies). The form and extent of the climbing motive in marketing communications of outdoor brands varies according to different customers target group and overall to brand strategy and philosophy. Comparing studies and research on mountaineer's and climber's motivation we confirmed that the advertising campaigns were using the same motivation factors. Those were well understood by customers. Surprisingly, adrenaline and overcoming danger did not appear in any advertising messages. These rely primarily on positive relationship to nature, strength, perseverance, self-efficacy, self-confidence, partnership, strong character and also the positive and pleasant emotions which are in public awareness connected to mountaineering in general.