

ABSTRACT

Title:

Sponsorship package's proposal for partners of Grand Prix Brno

Objective fot he thesis:

Objective of this thesis was to propose new sponsorship packages for partners of next year of competition in rhythmic gymnastics Grand Prix Brno.

Methods:

In the thesis have been used documents' analysis and involved observation. Opinions of organizers and sponsors have been ascertained using interviews. As an additional method has been chosen brief written questioning with former and current sponsors.

Outcomes:

Outcomes of the thesis are proposal of sponsorship packages, that will be provided to events' organizers. Those will use them during realization of next year's competition Grand Prix Brno.

Key words:

Sponsorship, sponsorship contract, sponsorship package