

Abstract

Title: UniCredit Bank – the sponsorship utilisation of UEFA Champions League.

Objectives: The main objective of this diploma thesis is to analyze the mutual relationship of sponsoring between the UEFA Champions League and UniCredit Bank. Based on the results, recommendations for improvement of the sponsorship cooperation will be suggested.

Methods: In this thesis will be used survey in order to obtain the necessary information regarding the impact of the sponsorship from czech fans. Furthermore, SWOT analysis method will be realized to analyze the actual benefit of the sponsorship for UniCredit. And method of case studies which will analyze itself sponsorship with all its consequences.

Results: The results will be processed according to the selected objectives and will be interpreted in a separate chapter as suggestions and recommendations for the improvement of the sponsorship.

Keywords: sport, sponsorship, advertising, UEFA Champions League, UniCredit Bank