

Abstract

- Title:** Achievements offer for partners of selected Czech and Slovak football clubs of Synot liga and Fortuna liga during economic crisis
- Objectives:** The aim of this thesis is on the basis of analysis of the football marketing environment in Czech republic and in Slovakia and on the basis of analysis of the current offers for partners of Czech and Slovak football clubs to identify weaknesses and shortcomings in sponsorship relations. Results of analytical part will be used to create proposal implementation of sponsor activities of football clubs of Synot liga and Fortuna liga, including utilize of opportunities, that the current situation of economic crisis offers, due to differences of the Czech republic and Slovakia.
- Methods:** In qualitative research of thesis I used descriptive case study, interview, observation, SWOT analysis, document analysis and comparative analysis. I applied these methods in the analysis of various football clubs, while I also used SWOT analysis in the processing of proposals. I used comparative analysis to compare marketing environment in selected football clubs.
- Results:** The data obtained from research helped me identify aspects of the marketing environment, in which individual football clubs have shortcomings. In addition to the specific proposals of cooperation with sponsors I managed to propose a hospitality program and sponsor distribution in each category for selected clubs.
- Keywords:** football, sports marketing, sports advertisement, sponsorship, sponsorship package