

Abstract

Title: Ice hockey and crisis in the Czech Republic

Objectives: Investigate the impact of the current economic crisis on ice hockey in the Czech Republic.

Methods: Collect macroeconomic indexes of the Czech Republic and determine the impact of the economic crisis on its economy. Collecting and monitoring of economic indexes of ice hockey teams in the Czech republic before and during crisis.

Results: The current global economic crisis affected the economy of the Czech Republic. This crisis affected the Czech ice hockey clubs as well and culminated in 2008 and 2009. The main cause was high dependence on income from sponsors, which constitutes about 70-80% of total income. During the crisis, many companies reduce their sponsorship activities. Currently, most clubs have already settled with the economic crisis and is expected to have as its end.

Keywords: Ice hockey, crisis, the Czech republic