

## **Abstrakt**

**Title:** Sponsorship of TJ Spartak Čelákovice

**Objectives:** The main objective of this work is to create suitable offer by TJ Spartak Čelákovice for sponsors. We will use this offer, look for the strengths and weaknesses and modify the offer in the process.

**Methods:** First Method will be searching documents important for creating the offer and their analysis. Then we will use the information to create the offer, we will choose communication strategy. We will evaluate the offer, find out its strengths and weaknesses.

**Results:** We found out strengths and weaknesses of our sponsor offer thanks to a year activity looking for sponsors. We also found out, that communication and first contact is very important.

**Key words:** Sponsoring, nohejbal, communication, sponsor offer, amateur sport