Abstract

Title: Sponsorship of FC Fastav Zlín

Goals: The main goal of this thesis is to create new sponsorship offer to FC Fastav Zlín which will use the potential of the club. Within the framework of this topic there will be done analysis of current sponsorship situation of the club, which will help to create complex offer, and later suggestions of concrete offers for selected sponsors.

Methods: The main method used in this thesis is analysis of documents - for creating general and statistic part of the offer - which was later combined with interview with management of the club - to research for other relevant and important information about the club and to receive requirements for creating sponsor offers.

Results: The analysis revealed that club has old and incompetent list of offers. Therefore there were first summarized information about attendance of football matches, results during last years or current main players. Later there were created 3 sponsorship packages which can be used as a ground for negotiating with potential sponsors. Finally there were created concrete offers for selected companies.

Key words: Marketing, sponsorship, sponsor offer, Fastav Zlín, football