

## **Abstract**

### **Title:**

Sports event management: Mayor's Lax Cup 2015

### **Objectives:**

Analysis of 4<sup>th</sup> annual Mayor's Lax Cup, organized by SK Lacrosse Jižní Město. Subsequent suggestions for improvement in next years.

### **Methods:**

Survey uses case study as a method. Data is collected through participant observation, documents analysis, and semi-structured interview. Conducting of SWOT analysis based on collected data.

### **Results:**

Mayor's Lax Cup is a promising sports event with plenty of room for improvement. Based on these imperfections I made a list of suggestions and proposals for next years.

### **Key words:**

sports event, case study, participant observation, SWOT analysis, Mayor's Lax Cup, lacrosse