

Abstract

The goal of this work is to propose efficiency improvements in marketing cooperation of the Czech Olympic Committee and the Czech Paralympic Committee on the grounds of the comparison of their marketing communication. Special focus is given to the goals of equal conditions for non-handicapped and handicapped sportsmen at all performance levels. I used the descriptive analysis in this work and as a result I propose specific communication solutions that should lead to fulfilling the goal of the work. On the grounds of the comparison and analysis of the communication of mentioned subjects I expect that a close cooperation can lead to savings in marketing as well as a growth of the supporters base, improvement in media coverage and increased revenues as a result of such changes.