

## **Abstract**

**Title:** Proposal of advertising concept for sport hall TJ Sokol Praha Vršovice

**Objectives:** The main aim was to collect information about using advertising space in sport halls in top leagues in Czech republic and then build an advertising concept for sport hall TJ Sokol Praha Vršovice based on collected data.

**Methods:** There were used both methods of analysis qualitative and quantitative – observation, document analysis, interview.

**Results:** The results of a repeated analysis showed an advance in use of advertising space in handball sport halls. Collected data were compared to advertising space options of chosen sport hall. The result was advertising concept regarding to options of chosen sport hall and financial opportunities of team.

**Keywords:** handball, sport hall, advertisement, sport advertisement, advertising concept