

## **ABSTRACT**

The diploma thesis titled Social marketing in sport organizations presents information on the cooperation between sport clubs (as commercial companies) and non-profit organizations, especially the foundation sector in the Czech Republic. It is aimed primarily at finding forms of cooperation and to identify the supported target groups. The theoretical part deals with general sport organizations and their development in the world and in the Czech Republic and their segmentation. Part of the work is also devoted to social marketing, its forms and possibilities, from the perspective of commercial companies and also from the view of civil sector organizations. Thesis is also interspersed with examples from abroad that demonstrate the similarities and differences in the forms and goals of cooperation of non-profit organizations and professional clubs in our country and the world. The empirical part works through quantitative research methods to determine what specific forms of cooperation between the civil sector organizations and the football clubs (as commercial companies) exist in the Czech Republic, what the goals are and to which target group is the mutual cooperation primarily focused.