

Abstract

The bachelor's thesis *The cultural events' sponsorship activation* covers the possibilities that a sponsor has to communicate its sponsorship to the public. In the theoretical part, the concepts of sponsorship, event sponsorship and arts sponsorship are explained in the contexts of marketing communication, event marketing and art marketing. The thesis subsequently devotes itself primarily with sponsorship activation and its importance for an effective sponsorship. The key ingredients for successful sponsorship activation are presented, that is to say, sponsorship assets, resources, target groups, channels and objectives. At the end of the theoretical part, the thesis suggests a list of current marketing and media trends that could be used by firms to activate their sponsorship, such as opinion leaders, viral marketing, guerrilla communication and diverse new media. The practical part consists of a case study of a Czech company Bageterie Boulevard and its sponsorship of the documentary festival One World in the years 2012-2014. This study analyses mainly the forms of communication and communication channels from the point of view of sponsorship articulation and activational and non-activational leveraging. In conclusion, the thesis offers evaluation of the stated activation and recommendations both for Bageterie Boulevard and for other firms that would like to activate their cultural events' sponsorship.