

This thesis deals with a question of professionalization of election campaigns in second-order elections in Czech Republic and its impact on electoral costs and profits. Author of this work uses multidimensional CAMPROF index, authored by Rachel Gibson and Andrea Römmele, with which can be measured a degree of professionalization of election campaigns. The Index is adjusted for its use in a context of the regional elections in the Czech Republic and is being applied on election campaigns Starostové a nezávislí political movement in regional elections in 2016. The theory of second-order elections is used to adapt the index. We compare ten regional election campaigns of the Starostové a nezávislí political movement, and we try to answer the research question whether there is a clear link between the professionalization of election campaigns, their costs and profits.