

## **ABSTRACT**

**Title:** Sponsorship of Big Shock Racing Team and their cooperation

**Objectives:** The aim of this thesis is to suggest new sponsorship offer for potential sponsors of Big Shock Racing Team and realize how the team cooperate with their actual sponsors.

**Methods:** The main method used in this thesis is qualitative method, specifically several interviews with a driver of Big Shock Racing Team Martin Macik Jr., who deal with sponsorship in their team. The method of analysis and observation were used too.

**Results:** From the interviews I realized that the team does not currently have complete sponsorship offer. They try to negotiate individually with their partners and try to fulfill their individual requirements. First of all the current situation was analyzed and then, four sponsorship packages were created to help the team with their future sponsors.

**Keywords:** Sponsorship, sport sponsorship, sponsorship offer, marketing communication, motorsport