

Abstract

Title: The proposal for a sponsorship business concept for a selected extreme athlete

Objectives: The main goal of this thesis is to create the proposal for business cooperation for prospective sponsors of a selected extreme athlete.

Methods: The thesis uses the method of in-depth interviews, electronic questioning and document analysis. In-depth interviews are done in cooperation with a selected extreme athlete for whom is the proposal created and also with his sponsors. Electronic questioning is used to map sponsoring of the extreme kayaking in the world and the respondents are world lead sponsored riders from the whole world. Secondary research, the data analyses, was made from the available primary electronic resources.

Results: The result of thesis are two specific proposals from potential sponsors. The proposals were created on the basis of a detailed analysis of a selected extreme athlete whose profile and functioning of current sponsorship was illustrated by in-depth interviews with current sponsors. The questionnaires for the recent best riders were made for better orientation in field of sponsoring extreme kayaking. On the other side, there was also analysis of the companies of potential sponsors. The final proposals should be connecting of a philosophy of potential sponsor and unique ways of propagation, that each extreme sportsman offers, which should lead to win-win cooperation.

Keywords: sponsorship, marketing trends, extreme sports, canoeing, sport sponsorship