

Abstract

Title: Industry representation among the sponsors of Czech professional sport

Objectives: The main purpose of the bachelor thesis is to chart the industries in which sponsors of Czech professional sport operate. Part of the thesis is also a mutual comparison of the resulting statistics of all included sports.

Methods: Analysis of publicly available virtual data, gradually collected on the official websites of sports subjects that were included in the thesis. The complete analysis process was implemented in Microsoft Excel, where the resulting statistics were also constructed and adequately organized.

Results: Through the analysis of virtual data, statistics were produced, which together present the representation of established industries in Czech professional sport. The resulting data are divided in detail according to individual sports and specified types of sponsorship, which allows any mutual comparison between these categories. The work also contains summary statistics uniting all included sports subjects. The published results can be used as a basis for the creation of reports and professional publications dealing with sports sponsorship or for the implementation of other, more detailed, research of a similar nature.

Keywords: sponsorship, industries, advertisement, sport advertisement, frequency of appearance