

Abstract:

## **Marketing research of reasons of companies to sports sponsorship in times of economic crisis**

**Objectives:** The aim of this work is using marketing research to determine how reasons of companies to sports sponsorship are changed in times of economic crisis. In assessing the reason of companies we observe whether size and regional focus of the company have an impact on sports sponsorship. Work shows differences in sponsorship of sport before the crisis and during crisis.

**Methods:** Gain of necessary information has been made by questionnaire. Questionnaires were sent by emails to participated companies.

**Results:** Financial crisis didn't touched sport branch so much how it was expected. Results show that companies sponsored more sport branches than in past. This doesn't mean there were more financial resources in sport. For smaller companies amount of money increased in percent for sponsoring, but for bigger companies is situation opposite. We can say just the same in absolute amount also. It's thus possible that sport gained less financial resources during financial crisis, because degradation affected bigger companies. We can say smaller companies were hit by crises in smaller extent than bigger companies.

**Key words:** marketing communication, communication mix, sponsorship, sports advertising, sponsorship package, donation