

Abstract

THE USE OF SPONSORSHIP OF FK DUKLA PRAHA IN SPONSOR'S MARKETING

Objectives: The aim of this paper is to reveal shortcomings resulting from sponsorship. The outcome of this paper is to provide recommendations on marketing and promotion.

Methods: A case study was used to investigate sources of evidence such as analysis of documents, interview with marketing agency representative, marketing audit and media monitoring.

Results: Paper revealed that the way how partners are presented by club and mainly by themselves is insufficient. Also publicity of Gambrinus league was found as inadequate.

Keywords: partner, club, sponsorship fulfilment, media, hospitality