

## **Abstract**

**Title:** Marketing research of advanced technologies application in communication with the sport event visitors

**Objectives:** The aim of this work was to determine, which form of advertising is the most effective. The other aims were searching for the preferred method of ticket purchasing and giving substantial information regarding sponsorship booths . Anyway, the main goal was the marketing research on the use of advanced technologies as a platform for future opportunities in tickets purchase.

**Methods:** According to the topic, the Bachelor thesis is based on theoretical knowledge. A survey questionnaire as a method of marketing research was applied to determine the willingness of using advanced technologies. The results are captured in tables, charts or box-plot. Following analysis of these results shows the current state of the topic.

**Results:** As there has not been any marketing research on the topic done yet, this research is the first one and therefore unique and very beneficial. The Czech sport marketing agency Česká sportovní a.s., as a sponsoring authority, should benefit from the research in following areas - promotion, ticketing and sponsorship. Thus gathered information can be used not only in tennis events such as the Fed Cup and Davis Cup, but also in all other events, that Česká sportovní a.s. organizes.

**Keywords:** marketing research, advanced technologies, ticketing, accompanying activities, sponsorship, Fed Cup, Davis Cup