

## **Abstract**

**Title:** Sponsorship of MARO Ski&Snowboard School

**Objectives:** Identification of a sponsor's motivation for supporting MARO Ski&Snowboard School, analysis of the current sponsorship state of the ski school MARO.

**Methods:** Qualitative research through semi-structured interviews with the representatives of the sponsoring companies of the MARO Ski&Snowboard School.

**Results:** Sponsors have strong motivation and relevant reasons for supporting the ski school MARO, companies are aware of the specific benefits of the sponsorship and evaluate the cooperation very positively. There are signed long-term sponsorship contracts which are particularly based on a mutual confidence and good personal relations.

**Keywords:** sponsorship, sport sponsorship, advertising, cooperation conditions