

ABSTRACT

Title:

Products' offer of the Praga Kart Team for partners

Objective of the thesis:

Objective of this thesis was to review the current offer of Praga Kart Team for its partners, to create proposal to improve this offer and to propose sponsorship packages.

Methods:

In the thesis have been used case study and involved observation. Furthermore, to obtain the necessary information, interviews with manager of the team and with representative of one of current sponsors have been made. To supplement this information has been chosen written questioning with current partners.

Outcomes:

The lack of any offer for partners causes a loss of the potential partners right from the beginning. Creating of new offer, together with proposing of sponsorship packages, may facilitate the work with finding new partners. It is important that the team leadership deals with sponsorship issue more and that organizing of a ride in kart was included in the offer for partners, because many partners are missing it in current offer.

Key words:

Sponsorship, sponsorship package, sports advertisement