

Abstract

The bachelor thesis named Marketing of brands – Ice Hockey World Championship 2015 is focused on the description of communication and marketing activities of brands which were connected as official sponsors and official partners with the Ice Hockey World Championship 2015 held in the Czech Republic. The thesis consists of a theoretical and a practical part. The theoretical one concentrates on description of sport marketing and sponsoring, it also describes marketing activities of brands used by companies in their campaigns. The practical part is focused on the Ice Hockey World Championship 2015. The structure of the sponsorship related to the championship is explained, the categorization of the sponsors (main official sponsor, official sponsor and official partner) is described and all the official sponsors and partners of the championship are listed along with an outline of the rules they had to follow and the advantages and the rights they had. The description of the communication and marketing activities of selected official sponsors and partners of the championship follows. In this part of the thesis, the theoretical knowledge described at the beginning is applied in practice. The thesis also focuses on the problem of ambush marketing connected with the championship. The thesis is concluded by evaluating the marketing of brands connected with the 2015 championship.