

## **Abstract**

**Title:** Sponsorship of Česká spořitelna

**Objectives:** The main purpose of this bachelor thesis is to present the sponsorship relationship between Česká spořitelna and the Czech Olympic Committee, in direct connection with the 2016 Summer Olympic Games. The secondary aim is to propose recommendations for subsequent sponsorship practices of Česká spořitelna.

**Methods:** A case study has been used to achieve the set goals, drawing on three partial methods of data collection. The first is the analysis of documents, especially virtual data. The second one is the observation in Rio – Lipno Olympic Park and in the fanzone of Česká spořitelna in Prague. The third method is a qualitative interview – both an interview led with the current head of the sponsorship unit as well as a group discussion with two representatives of the department who also participated in the preparation of the campaign.

**Results:** In 2016 Česká spořitelna signed a contract for the main partnership of the Czech Olympic Committee valid until 2018, which implies the provision of funds in exchange for a series of benefits and rights defined in the sponsorship package. The motivation of the bank for this step is based primarily on the value of linking its brand to the Olympic brand. Česká spořitelna has created an integrated Olympic campaign entitled Držíme palečky in order to build a specific image of the bank, but also to motivate families with children to engage in active sports. That is why I have proposed greater project collaboration with the CSR department, as well as nominating a permanent ambassador as a representative of the Olympic tradition.

**Keywords:** marketing communication, sponsorship of sport, Olympic sponsorship, corporate social responsibility, activation of sponsorship, sponsorship of banks