

### **Bibliographical Identification:**

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**Title of the doctoral thesis:** Comparison of Benefits and Drawbacks of Sport Sponsorship as Opposed to Traditional Advertising

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**The year of presentation:** 2017

### **Abstract**

The objective of this work is to answer if marketing decision makers prefer and tend to use advertising or sport sponsorship, and which are the crucial factors that can persuade them to be inclined towards the first or the second promotional tool.

The main research relies on qualitative method of 'phenomenological study', with the goal to understand how individuals (managers) perceive certain experience in every day processes that makes logic in real life i.e. which is the meaning and how their experiences are structured in regards to the given phenomenon (the two promotional tools)? This knowledge was captured through personal interviews with relevant decision makers of eight renowned brands. They received a semi structured questionnaire with open questions that motivated them to share their opinion and feelings.

The results of the interviews were interpreted in a narrative form. A matrix table was created in order to explain and directly compare the outcome of each personal interview. The table represented eight different factors that influenced the decision of the respondents: budget amount, percentage split, influence by others, objectives, measurement of success, activation of the promotional tool, personal preference, and key message.

### **Keywords**

Marketing, Communication, Sponsorship, Advertising