

Abstract

Title: Effectiveness of advertising in Czech hockey league stadiums for the sponsoring companies.

Objectives: Expression and evaluation of efficiency of advertising in Czech hockey league stadiums.

Methods: Quantitative research among the Czech hockey league stadiums and comparison of acquired data within defined regional units. Used research methods are the descriptive analysis, qualitative polling, content analysis, calculation of media indicators and the comparison method.

Results: Effectiveness of advertising in Czech ice hockey league stadiums was mathematically expressed, including statistic and graphic analysis. Index of effectiveness of stadiums and advert types was compared. Due to the low number of stadiums involved in research, the most and less effective advertising type and place was determinate only as a theoretical conclusion.

Keywords: effectiveness, advertising efficiency, sport advertising, sport sponsorship