

Abstract

Title: Sponsorship of Česká spořitelna aimed at sport activities

Objectives: The main object of this bachelor thesis is to evaluate sponsor activities of Česká spořitelna focused on sport. The result of this thesis is a set of recommendations, which will be a guideline for subsequent decision-making of marketing department of Česká spořitelna for the period of 2019 to 2021.

Methods: An analysis of secondary data and their mutual comparison was used in order to achieve the goals. Furthermore an individual observance of sponsor activities of Česká spořitelna in 2017 and the first quarter of 2018 were used. The last significant method used was qualitative dialogue with the head of marketing department and consecutive discussion with the members of his department.

Results: The results of the research clearly proved that there is a space for improvement of marketing communication depending on sponsor activities. A proposal to improve current situation is included in the thesis.

Keywords: marketing communication, Czech Olympic Committee, Czech Athletics federation, Kolo pro život