

This bachelor thesis evaluates the Czech biathlon sponsorship between the year 2013 and 2018. During this period a relatively unknown sport became a nationwide phenomenon and attracted a large number of new sponsors. At present, sponsors include Viessmann, Hamé, Alpine Pro or Atex. This work also focuses on the current trend of increasing the effectiveness of sponsorship through active cooperation with a sponsored subject in the Czech biathlon environment. The theoretical part of this work addresses the definition of sponsorship and its functioning in the field of sport. The paper presents Czech Biathlon Union as a sponsored subject and describes its cooperation with sponsors. In the practical part, the attention is focused on Hamé, the main partner of the Czech biathlon since 2013. This partner uses biathlon most often for its promotional activities. Since the very beginning of the collaboration, the Czech biathlons have been the main face of the Hamé brand and have appeared in several of its advertising campaigns. Linking biathlons with Hamé products is meant to symbolize a healthy lifestyle for the target group. A part of this work is a quantitative research focusing on a general awareness of the Czech biathlon sponsors and the relationship of the respondents to Hamé. The research results confirm the status of Hamé as the dominant sponsor and represent a younger age group perception to which its activities were primarily targeted.