

Abstract

Title: Activation of RunTour running series sponsorship

Objectives: The main purpose of this master thesis is to create suggestions and recommendations for the future sponsorship activation of selected RunTour partners, as a follow-up on the presentation and analysis of their activation in 2018. As a secondary objective can be considered the systematic processing of sponsorship activation, which Czech literature still does not offer.

Methods: In methodological terms, a case study was chosen that draws on observation of the author at the RunTour running races and especially on interviews with competent representatives of selected partners. Document analysis and interview with the event organizer were used to analyse the running series and sponsoring companies profile.

Results: Given the descriptive nature of the research, it is not easy to summarize the results of the thesis. However, it can be stated that all three selected partner companies are aware of the importance of the sponsorship activation and have been clearly open to suggestions and recommendations of the author. Despite the different size of companies, it was generally recommended to establish mutual cooperation between partners. From sponsorship activation suggestions, which have the greatest potential for implementation in practice, it is possible to mention the creation of the ambassador project, the application of storytelling principle, the adjustment of food supply, the strengthening of internal activation or the use of a practical demonstration.

Keywords: marketing communication, corporate social responsibility, sponsorship effectiveness, running events, case study