

ABSTRACT

Title: Sponsors' perception of canoe slalom

Objectives: The aim of this thesis is to find out how Czech companies approach sports sponsorship. Another aim is addressing the reasons why canoe slalom still lacks the adequate level of popularity among Czech society in comparison to other minority sports. Based on the data from our research, I will suggest a new marketing campaign for the Czech canoe union in order to support the increasing popularity of this sport.

Methods: The main method used in this thesis was a quantitative method, specifically a survey across Czech companies. Data from our research will be analyzed and used in creating a new marketing strategy.

Results: We have found out that companies prefer to sponsor mostly individuals followed by sports teams and clubs. Also, they mostly sponsor mass sports. Canoe slalom should build its promotion strategy upon the best individual athletes, who are already well-known to increase its popularity.

Key words: Marketing, marketing strategy, popularity, campaign, canoeing