

Abstract

- Title:** The representation of economic sectors among the partners of Czech professional sport with a focus on the gambling and alcohol industry
- Objectives:** The primary objective of the thesis is to conduct a survey focused on the industrial composition of partners supporting professional sports entities with representation in the highest competitions of Czech sport. Thus, the thesis provides a comprehensive overview of the composition of industries supporting Czech professional sport. The thesis also aims to provide a more detailed look at a group of controversial areas of the economy that are often integral to sports partnerships.
- Methods:** The method of sequential collection of virtual data from primary sources, i.e. official websites of the included sports entities, is used. The whole process is carried out within Microsoft Excel, where all sports entities with their listed partners are recorded, which are always assigned the relevant partnership type and the corresponding defined industry sector. In the same program, the resulting statistics are then prepared and represent the official output of the thesis.
- Results:** The diploma thesis presents an extensive and detailed overview of the structure of industries represented among the partners of sports entities belonging to the sphere of Czech professional sport. The uniqueness of the scope of the survey is confirmed by the fact that a total of 4,765 partners were found among 120 professional sports entities, showing up to 6,185 occurrences of industries. The results of the survey also present statistics specifically focused on controversial industries, namely alcohol and gambling.
- Keywords:** partner, professional sport, partnership, sponsorship, industry, sports entity, frequency, occurrence, hazard, alcohol