

## **Abstract**

**Title:** Activation of sponsorship in softball club in Prague

**Objectives:** The aim of this work is to activate sponsorship in a softball club in Prague by creating four personalised sponsoring offers for the preselected companies. These offers will be created based on analysis of current state of the club sponsorship and possible benefits the club could offer.

**Methods:** The paper will use qualitative research methods. Firstly, the paper will be focused on analysis of the current state of sponsorship in the club using a qualitative interview with the general manager of the club and short interviews with the current sponsoring companies about their satisfaction. Afterwards, a list of possible benefits for the sponsors will be provided using data from an interview with a sponsoring specialist and the interviews with sponsors. Based on the list and the information collected during the interviews the personalised sponsorship offers will be designed.

**Results:** Results from the executed research and the analysis of current state of the sponsorship in the club provided starting points for the creation of personalised sponsorship activation offers for chosen companies. These offers are considering the needs, goals and philosophy of the companies and the club.

**Keywords:** activation, sponsoring, softball, sport financing, marketing