

## **ABSTRACT**

Title: Proposal for the use of crypto-assets in the professional football club AC Sparta Praha

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Objective: Create a proposal of all of the possible usages of cryptoassets in AC Sparta Praha

Methods: Semi-structured interview, tables, final draft

Results: The research conducted shows that the following options for implementing a crypto-asset or blockchain-based solution are most likely to be used in the AC Sparta Praha environment: smart contracts, sponsorship/partnership with a crypto-company and transparency that can be achieved using blockchain technology. Possible ones that emerged from the research then included paying players and employees in cryptocurrency, paying in cryptocurrency, diversifying portfolios with cryptoassets, storing digital assets and data using blockchain, partnering with a crypto-company to create their own Fan Token, implementing Fan Tokens and NFTs themselves, and charitable donations in cryptocurrency.

## **KEYWORDS**

Cryptoassets, cryptocurrency, NFT, Fan Token, AC Sparta Praha