

Abstract

Author: Miroslav Menc

Title: Promotion of the cycling race Tour de Feminin

Objective: The main objective of the thesis is to develop proposals to improve the promotion of the Tour de Feminin cycling race based on the analysis of the current promotion.

Methods: In this thesis, quantitative and qualitative research methods were used to obtain data to analyse the current promotion of the Tour de Feminin. An online survey was used to obtain public opinion on the current state of race promotion. Information on promotion was obtained through semi-structured interviews with members of the organising team. Content analysis was used to evaluate the selected promotional channels. The descriptive analysis method was used to clearly interpret the data obtained.

Results: The first proposal works with a minimal increase in the current budget and focuses on improving the current promotional channels. These include improved online content, a timely print advertising campaign, and more frequent race-related radio traffic announcements. The second proposal provides for increased financial costs for promotion. It would be possible to use paid advertising on the internet, pay for radio spots promoting the race and hire a competent person to take care of the promotion of the race.

Keywords: marketing, promotion, sport event, cycling