

## **Abstract**

The bachelor's thesis examines marketing communication strategies used by betting companies in the esports industry. Based on the analysis, it proposes recommendations for changing communication strategies. The theoretical part provides an overview of computer games and esports. It defines key concepts and the role of esports entities, such as professional players, esports teams, and tournament organizers. It also discusses the role of new media in broadcasting esports matches. The practical part is divided into two sections – qualitative structured interviews and quantitative questionnaire surveys. Structured interviews were conducted with experts in marketing communication within esports, and the quantitative survey focused on esports consumers to determine fans' opinions on the collaboration. Interviews revealed that sponsorship from betting companies is crucial for the financial support and professionalization of esports. The main goal of betting companies is to increase visibility. Esports representatives praise the exceptional activities in the collaboration, which elevate the partnership to a higher level. Esports fans also welcome this activity, as the survey shows that nearly a third of respondents have increased their interest in teams or tournaments due to the collaboration. Recommendations include incorporating more interactive elements, supporting incentives for the first bet, and offering alternative rewards. This thesis should serve as a recommendation for communication experts from the betting companies who want to use esports teams to promote their brand. Esports entities that want to gain a sponsor can draw from the recommendations as well.