

## **Abstract**

**Title:** Comparison of Proposals for Club's Sponsors in Czech League of American Football

**Targets:** The main target of the thesis is to compare the proposals for the club's sponsors in the highest league of American football in the Czech Republic and suggest the recommendations for content of the proposals.

**Methods:** Mixed research was used to achieve the target of the thesis, including an evaluation case study and an electronic survey.

**Results:** The results of the research show the proposal of the Prague Black Panthers is the best processed. A long-term research is needed to prove it, but the results of the research show there might be a relationship between quality of the proposal, budget and the sports achievements of the club. The comparison of the current proposals with the sport marketing theory shows an inadequate proposal processing and lack of essential information which are important for the potential sponsors.

**Keywords:** sport marketing, comparison, sponsorship, advertising, list of advertisement options, american football