

Abstract

Title: Sponsorship system and proposals for utilisation of sponsored athletes in marketing communication of General Sport company

Objectives: The main target of this diploma work is to create proposals for better utilisation of sponsored athletes in marketing communication that will be created on the basis of an overall analysis of General Sport Ltd. sponsorship issue. The proposals will be supported on the internal information and the company's data and so they will be better implemented in practice.

Methods: In this work there was mainly used a written and oral survey method. To evaluate the overall relation to the sponsorship and the utilisation of sponsored subjects there was also used a method of an in-depth interview that helped to gain greater information. Basic facts about the company were being detected during the personal interviews with the company's executive directors. Combining these two methods of questioning was chosen for its additional character and greater gaining information.

Results: The results of the entire work, based on both the information received from the sponsor and the information from the sponsored sides, show that the GS sponsorship system is insufficiently sophisticated. It lacks a clear structure, clear rules that are not respected by either side. The most important recommendation for GS is handing over of competencies to one person who will deal with sponsorship issues and will supervise abiding the commitments of both sides of this relationship. The most important suggestions for using the sponsored sides in GS marketing communications are the motivated blog sponsored, special sports events, and product photos.

Keywords: sponsorship, marketing communication, Under Armour