

## **Abstract**

**Title:** The Effectiveness of Sponsorship of Selected Sports Events on Public Television

**Objectives:** The main objective of this thesis is to identify the effectiveness of selected sporting events from the perspective of television sponsorship and to propose an ideal sponsorship campaign.

**Methods:** Multiple methods were used in this thesis, which consisted of several qualitative and one quantitative method. Among the qualitative methods, in-depth interview and unstructured interview were used. The quantitative method was then the analysis of secondary data, which formed the basis for the actual analysis and comparison of individual sporting events. These methods enabled the effectiveness of the sponsorship campaigns to be determined based on the cost per unique viewer reached at least once during the campaign.

**Results:** The results of the thesis demonstrate the effective usability of sponsorship campaigns in television broadcasting and more specifically during sports broadcasts. Their effectiveness increases with the size and interest associated with the selected sporting event. The result of this comparison shows that for sporting events such as the hockey World Cup, the objectives are based on high viewership, which, however, increases the price and cost of sponsorship campaigns. For sporting events such as the Olympic Games and the Winter Olympic Games, it is then crucial to select the correct placement of sponsorship spots in order to maximize viewership, reach and also the effective use of the invested funds. In terms of cost, the Winter Olympics were the best evaluated, with the lowest cost per unique viewer, namely 0,59 CZK. For the 2020 Winter Olympic Games, it was 0,68 CZK and the most money spent per spectator was during the 2021 Ice Hockey World Championship, where the cost was calculated at 1,10 CZK.

**Keywords:** sport, public television, sponsorship, sport events, effectiveness