

PODPORA PROFESIONÁLNÍHO SPORTU ZE STRANY PODNIKŮ V ČESKÉ REPUBLICE

SUPPORT OF PROFESSIONAL SPORT BY COMPANIES IN THE CZECH REPUBLIC

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Abstract: The paper focuses on sports sponsorship, which has become a primary interest of sponsors on a global scale. Almost three-quarters of the global sponsorship spending went to support sports in 2017. Even though the funds received from sponsors have become key sources of income, especially for professional sports organizations, critical voices are still being heard in this context towards a strong use of sponsorship by enterprises from the so-called socially sensitive sectors. Therefore, the aim of the contribution was not only to map out the current situation in the sphere of sports sponsorship by companies in the Czech Republic, but also to focus more closely on the role and representation of companies from the sensitive sectors in this sphere of sponsorship. The research focused on exploring the above mentioned sponsorship issues in the Czech Republic, both within two selected collective sports (football and volleyball) and the support of the Czech Olympic Movement.

Key words: sponsorship, sports, businesses from socially sensitive sectors