

ABSTRACT

- Title:** Sponsorship of esports as a marketing and communicational tool for companies
- Aims:** The main goal of this bachelors thesis is to create recommendations for collaboration between sponsors and sponsored entities in the esports environment in the Czech Republic. Recommendations are based of the key aspects, focusing on identifying benefits, risks and expectations of both parties.
- Methods:** Qualitative research is used in this thesis, specifically semi-structred interviews. Research is based on targeted selection of respondents. A total of eight respondents participated in the research, representing perspectives from sponsors or sponsored entities in the esports environment.
- Results:** The result is a deep understanding of the dynamics of sponsorship in esports in the Czech Republic. For sponsors, the key risk is the improper behavior of players and the instability of the gaming scene, while for sponsored entities, the risk lies in the lack of financial support, which has a decreasing trend. Practical and theoretical insights suggest that effective collaboration requires transparent communication, mutual support, and strategic adaptation to market dynamics, which are crucial factors for successful sponsorship activities in the esports environment.

KEYWORDS

Sponsorship, trends in sponsorship, esports, organizers, gaming clubs, academic esports, gaming centers, benefits, risks and challenges