

CONTENTS

Introduction	5
Sport Industry	6
Manager	8
Manager	8
Manager's Work Content	8
Manager Functions	9
Manager Roles	11
Manager's Personality and Competence	14
Manager's Personality	14
Abilities Conception	14
Skills Conception	15
Manager Competences	15
Manager's Work Performance and Effectiveness	16
Manager in the Field of physical Education and Sports	17
Managet Basics	20
Essential Management Terms	20
Sport Management	22
Sport Management Definition	22
Situation and Possibilities of Studying Sport Management in the Czech republic	22
Sponsoring	26
Forms of Sponsoring	27
Sponsor's Package	28
The Czech Legislation and Sponsoring	30
Sponsor's Contract	31
Sport Advertising	39
Advertising in General	39
Sport Advertising	41
Logo	46
Logo Definition	46
Logo as an expression of a club identity and its use	46
Used Literature	49
Used Abbreviations	51
List of Tables	51
List of Articles	51
List of Enclosures	52
Enclosure No. 1 – The case study – Sports Bowling Centre	53
Enclosure No. 2 – Sport Marketing – Baseball Club DRACI Brno	59