School of Human Kinetics
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EXECUTIVE MASTERS IN SPORTS ORGANISATION MANAGEMENT

MEMOS XXIV
2021-2022

"Activation of sponsors on the Czech Olympic Team social media"

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Acknowledgements

I would like to thank the International Olympic Committee for running the MEMOS program. Participating in the project has given me an invaluable experience for which I am very grateful. My thanks also go to the Czech Olympic Committee for the trust and the opportunity to participate in the program.

I would also like to thank all those who participated in my research and gave me their time and knowledge. In particular, I thank my colleagues Tomáš Houska and Zoran Bartek and all the sponsors of the Czech Olympic Team.

Last but not least, I would like to thank my tutor Luc Vandeputte for his suggestions, valuable advice and his time dedicated to my project. I could not have completed the project without the motivation and help of my wonderful MEMOS colleagues, but I also thank them for the time spent together, which was unforgettable.

Abstract

This research project clarifies the requirements of the Czech Olympic Committee's marketing and communications departments for the presentation of sponsors on social media and in the digital environment. At the same time, it clarifies the requirements of the sponsors themselves for this presentation. The project shows the important role and position of social media in sponsor marketing and therefore the need to develop a strategy for the presentation of sponsors on social media. The role of the marketing department is to nurture sponsors and their subsequent satisfaction. Incorporating social media into the sponsors' presentation and ensuring that this presentation has a strong position is therefore important for this department in relation to sponsor satisfaction. Recommendations for the development of the strategy are based on interviews with the Czech Olympic Committee's marketing director and head of digital media, research among all of the Czech Olympic Team's sponsors, and benchmarking of three national Olympic committees, namely Canada, Germany and Great Britain. The project identifies the areas of sponsor presentation on social media and the forms of this presentation on which the strategy should be based. A tailored view of the needs of individual sponsors, which can vary greatly by sponsor type, is essential and this is also an essential part of the strategy.

Keywords: marketing, sponsorship, social media, activation, sponsor branding, digital activation

Resumé

Ce projet de recherche clarifie les exigences des départements marketing et communication du Comité olympique tchèque pour la présentation des sponsors sur les médias sociaux et dans l'environnement numérique. En même temps, il clarifie les exigences des sponsors eux-mêmes pour cette présentation. Le projet montre le rôle important et la position des médias sociaux dans le marketing des sponsors et donc la nécessité de développer une stratégie pour la présentation des sponsors sur les médias sociaux. Le rôle du département marketing est d'entretenir les sponsors et leur satisfaction ultérieure. L'intégration des médias sociaux dans la présentation des sponsors et l'assurance que cette présentation occupe une position forte sont donc importantes pour ce département en ce qui concerne la satisfaction des sponsors. Les recommandations pour le développement de la stratégie sont basées sur des entretiens avec le directeur marketing et le responsable des médias numériques du Comité olympique tchèque, sur des recherches parmi tous les sponsors de l'équipe olympique tchèque et sur l'analyse comparative de trois comités olympiques nationaux, à savoir le Canada, l'Allemagne et la Grande-Bretagne. Le projet identifie les domaines de présentation des sponsors sur les médias sociaux et les formes de cette présentation sur lesquels la stratégie doit être basée. Une vision adaptée des besoins des sponsors individuels, qui peuvent varier considérablement selon le type de sponsor, est essentielle, ce qui constitue également un élément essentiel de la stratégie.

Mots clés: marketing, sponsoring, médias sociaux, activation, sponsoring branding, activation numérique

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1. Introduction

In 2011, the Czech Olympic Team ("COT") appeared on the first social media, the most common and popular Facebook and Twitter. Thus, the COT wanted to promote the sport on social media, which at this time began to enter into brand communication. The goal was to get the Olympic sport and its values to the younger generation of people who got used to use social media every day and to use its social media to motivate people to play sport as well.

Another important step that the COT took in the field of social media was the establishment of Media House in 2016. Media House is an internal communication platform that unifies the communication of the COT in the digital environment. This communication is not managed by an external agency but by an internally assembled team. The world of social media has shifted and so Instagram and especially YouTube have joined the aforementioned Facebook and Twitter. All these platforms should also be used to present the COT commercial and media sponsors.

Youtube has become the main channel for storytelling at the 2016 Rio de Janeiro Olympics. It marked a major breakthrough for Olympic Games communication within the COT. A team of several people, who focused only on creating content for social media, went to the venue of the Olympic Games. This team delivered stories of COT mainly on YouTube, which was the pride of COT communication at that time. The first sponsor-branded content was also created around these Olympic Games. At the Pyeongchang Winter Olympics, several sponsors had already linked up with Media House and Media House even created tailored content directly from the Olympics for them.

Following the success of digital communication in 2016, it was decided to end the cooperation with media sponsors (print and online media) and Media House will replace this form of presentation. This was also communicated to sponsors with the understanding that their presentation would also move to our digital environment.

When the covid-19 pandemic broke out in March 2020, sport changed greatly for next two years at least. Many events, including the Olympic Games, were cancelled or postponed for the first time in history. Many human activities at that time moved to the digital environment. Even sporting activities were conducted online during the period of closed venues.

Even the Czech Olympic Committee (COC) had to cancel most of its events and physically implemented the absolute minimum of events in 2020 and 2021. The Media House came under a lot of pressure from the whole organization, with all communication moving online.

At this point, we saw pressure from COT sponsors who wanted "replacement" performance for the events that were not realized and they wanted to be seen in social media instead. At this point, we realized that we have very comprehensive social media strategy, but no rules for sponsor's activation on COT social media and that we really didn't do it before although it was meant to do it since 2016. The content that sponsors wanted to share often did not meet our content quality criteria. This content often came late, without prior notice and was not relevant to the sports or activities we do together. At that point, it was clear that it was necessary to set such rules because sponsors see COT social media as a full part of the media mix.

The need for rules and strategies for the presentation of sponsors on COT social media arose especially for the time between the Olympic Games. Sponsors themselves activate their sponsorships in campaigns especially during the Olympic Games period and create plenty of quality content for social media at that time. To be able to offer its sponsor's visibility on social media outside this period, the COT needs to develop a strategy to do so.

The research aims to answer the following questions:

- What conditions and rules must be ensured and met by the COC? (interviews)
- How do COT sponsors use its own social media and what is important for them in terms of their activation on COT social media? (survey)
- What works for another NOCs in terms of this issue? (benchmarking)

2. Review of Existing Knowledge

In last few years, social media become full-fledged element of the marketing strategies and marketing communication that complements the classic media mix of television, radio, online advertisement, print or out-of-home advertisement. Before learning how social media works and how they change quickly, it is still important to realize the specifics of sport marketing and sponsorship and learn what the sponsorship should bring to the sponsors generally and then to project it into digital activation.

Social media are the fastest changing channel of marketing communication, thus the existing reviews become outdated very fast. But the essence principals of social media are still very similar. For digital activation of the National Olympic Committee's ("NOC") sponsors, it is crucial to learn how social media of different sport organizations are used. These organizations can be National and International federations, athletes and especially the International Olympic Committee ("IOC") with its global sponsors and the digital strategies of IOC/NOC's sponsors.

2.1 Sport marketing

Marketing of private companies differ is some areas compared with marketing of sport organizations that are most often non-profit organizations. Kotler (2007) defines marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others.

Pitts and Stotlar (1996) define sport marketing as the process of designing and implementing activities for production, pricing, promotion and distribution of a sport product to satisfy needs or desires of consumers and to achieve the organizational objectives. This theory is based on the marketing 4Ps defined by E. Jerome McCarthy (1960). Over the years, marketing has shifted and the 4Ps have become up to 12Ps. These Ps were added: people, presentation, positioning, performance, process, personas, purpose and payment.

Mullin, Hardy and Sutton (2007) defined Sport Marketing as consists all activities designed to meet the needs and wants of sport consumers through exchange processes. Sport Marketing according to them has developed two major thrusts: the marketing of sport products and services directly to consumers of sport, and the marketing of other consumer and industrial products or services through the use of sport promotions.

2.2 Sponsorship

To be able to decide how to active sponsorship in digital space and on social media, it is necessary to know the purpose of sponsoring and the opportunities it brings.

Meenaghan (1991) defines sponsorship as an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity. Regarding this definitions, the sponsors invest in some cooperation by deposit and expect the return in form of exposure of potential in such areas as positive brand awareness, product awareness, increase sales, new customers, etc.

Rifon, Choi, Trimble & Li (2004) stated that congruence between sponsor and cause generates greater, attribution of altruistic motives to the sponsor, higher levels of credibility and more positive attitudes. Altruistic motives are mediating variables of the relationship between congruence and credibility. Sponsor credibility mediates the relationship between perceived motives and attitudes towards the sponsor.

Sponsorship is also the part of sport environment that changes in time and the development of the digital activations brings new opportunities in sport sponsorship. Gouverneur, Roccia and Cattaruzza (2020) analyzed the opportunities of sponsorship coming with digital activation in their case study 2019 FIFA Women's World Cup made by Deloitte Luxembourg. They describe the evolution on sport sponsorship over time. From the analysis, they say that while sports continue to attract many people to stadiums, digital advancements and the social media expansion have brought new possibilities for brands to increase their visibility and improve their sponsorship message. In this context, brands have been forced to adapt to this evolution in sponsorship.

2.3 Sponsorship activation

Meenaghan (1991) argued that the success of the sponsorship program will be dependent to a large extent on how it is implemented. A critical factor is that the sponsorship be implemented as part of a marketing campaign and thus integrated with other elements of marketing communication. The sponsor must also support the sponsorship by additional advertising and promotions.

Meenaghan & Shipley (1999) found that consumers assess sponsorship categories differently in terms of the amount of goodwill they can create for the sponsor as well as the acceptable degree of exploitation. Sports as a sponsorship category are seen as delivering significant commercial benefits to the sponsor and, thus, the authors suggested, they carry lower levels of goodwill compared to other categories of sponsorship, such as environmental causes.

Cornwell et al. (2005) said that sponsorship activation or sponsorship leveraging refers to "collateral communication of a brand's relationship with a property".

Case study made by Papadimitriou and Apostolopoulou (2009) called Olympic Sponsorship Activation and the Creation of Competitive Advantage explored the activities of Grand National sponsors of the 2004 Athens Olympic Games and the effect of these activities and seizing the opportunities for getting the competitive advantage.

The data revealed two groups of sponsors: (a) those that were more active in their sponsorship activation and clearly had a plan to use the sponsorship in order to fulfill corporate objectives, and (b) those that were less active and seemed to have approached their agreements with limited planning and a lack of appreciation for what the sponsorship could do for their brand and overall market position. The results of the study, particularly in relation to the more active companies, show that Olympic sponsorship is a platform that provides countless leveraging opportunities that, if exploited effectively, can lead to a position of market advantage. However, managing a sponsorship agreement for competitive advantage requires the investment of tangible resources, mainly financial, the availability of organizational capabilities, and a clear understanding of how the medium (i.e., sponsorship) can be used to further build intangible assets of the corporation.

The results of this case study can be applicable to the digital activation too. More active sponsors with clear strategy and plan how to use the sponsorships can benefit from the digital activation much more than the others and to use these opportunities to build a positive brand awareness in connection with the sponsorship and for some it can bring the market advantage.

2.4 Social media and digital activation

Before talking about digital activation of sponsorship, we should be aware how the social media works and how we can use them for creating positive brand awareness.

According to Acquisti and Gross (2006) at the most basic level, an online social network is an Internet community where individuals interact, often through profiles that (re)present their public persona (and their networks of connections) to others.

Ellison and Boyd (2013) defines a social network site as a networked communication platform in which participants (a) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-level data; (b) can publicly articulate

connections that can be viewed and traversed by others; and (c) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site.

Bishop (2019) define social media as any online resource that is designed to facilitate engagement between individuals.

Pegoraro, Scott and Burch's (2017) case study brings a look at social media of the National Olympic Committees of Australia a Canada and analyses the period of three Olympic Games. They observed the Facebook pages to identify the types of brand related post content and communication style as well as the fans response to these posts.

This case study confirmed what Fernández, Peňa and Arauz (2011) indicated, that traditional websites represent more static content and social media platforms are a way of making that static content become more dynamic. Visual images could potentially generate fan involvement and interaction in a way that is uniquely different from other communication tools and the NOCs did capitalize on this by utilizing photos in their posts.

The use of marketing strategy related content was primarily focused on garnering media attention for the NOCs. These results are in line with previous studies that found that sport organizations are more focused on providing information and building their image, than on short-term marketing activations (Schultz & Sheffer, 2010; Wallace et al., 2011). In fact, Fernández Peňa et al., (2014) advocate that social media not only be used by Olympic organizations as a marketing tool, that it has the power to do more, to create relationships and further the Olympic ideals.

The results of this study show that while the use of Facebook over time has changed for the sport organizations studied, there is still a great opportunity for improvement in its use as a brand management tool for non-profit sport organizations. The findings suggest that the management of communication techniques and the content posted to Facebook can potentially increase brand exposure and, as a result, create positive brand associations for a sport organization.

Rownan (2021) in his article Tokyo 2020 Olympics: Evolving Activation Strategies for Sponsors analysis the strategies for digital activation of the TOP sponsors in time of covid and during the Tokyo 2020 Olympic Games, that were without the fans at the venues for the first time in history.

Rownan says that sports properties over the course of the pandemic have worked to shine a light on sponsors through greater content creation strategies and digital activations. Several top leagues in Europe and the NBA in North America grew their digital footprint by over 10% between April 2020 and April 2021. Many official Olympic social media accounts have also seen notable growth across key platforms such as YouTube, Twitter and Instagram in the lead up to the Games.

He also speaks about the importance of the content and its tone, of authentic and empathetic content that will be accepted by fans. He says that while social media has played a role in how sports properties and brands have connected with their audiences it will not be a universal silver bullet for sponsors.

The biggest challenge is understanding fans and striking an authentic tone in any marketing and advertising activities – a challenge seen across sports since the onset of the pandemic. For brands that react empathetically and authentically, brand exposure can still be converted into positive sentiment with fans.

The case study mentioned above from Gouverneur, Roccia and Cattaruzza (2020) yielded findings that thanks to the technological developments seen over the last few years, sports sponsorship can offer brands even more benefits. The advent of social media enables almost every brand to easily associate itself with an event and reach a target audience.

For this section I also drew information and inspiration from previous Memos project by the authors of Fernández de Caballerro (COP Strategic Digital Media Plan to reach Youth, 2016/2017) and Paula Nichols (Optimizing NOC Digital Operations and Content at the Olympic Games, 2018/2019). These projects helped me gain insight into the topic and solutions at the level of other National Olympic Committees, specifically National Olympic committees of Paraguay and Canada.

Digitalization is also part of the Olympic Agenda 2020+5 that says that we need to use digital and social media channels to further grow engagement during and between Olympic Games, consolidating our efforts to deliver even greater benefit and value. And we need to further use digital technologies as a powerful tool to engage with our audiences and people, delivering digital communications and content that reinforce and promote the Olympic values that are more important and powerful than ever.

2.5 Storytelling

I dedicate a separate chapter to storytelling, as it is an element that plays a big role especially in sports. Storytelling is a differentiating element of all marketing communication. This is doubly true in sport, as sport generates very powerful stories (of athletes, teams, national identity) and emotions.

It is human nature to communicate via stories (Donald, 2004). Storytelling is often used to change negative perceptions of problems (alcohol, addictions, violence, etc.). We often seek to change culturally embedded negative behaviors into something 'healthier' for the individual and their community (Lombard et al., 2018).

On social media, the stories generated by users connect people to each other. We love to keep up to date with the comings and goings of our friends, their travels, their likes and their lunches. We also love to escape from our own lives and vicariously experience the lives of celebrities we follow. We seek advice and recommendations and look to others to influence our fashion and purchase intentions (Eastman, Iyer, Shepherd, Heugel & Faulk, 2018).

In sport, we use storytelling to create the motivation to do play sport, to never give up, to follow our dreams and to stir up the emotions that give the fan a reason to stay loyal to the team/brand/athlete.

2.6 Summary

Based on results of review of existing literature, there are some important thoughts that should be considered while preparing the strategy of digital sponsorship activation. Social media represents great opportunities for sponsorship activations especially in covid times. Social media are changing very fast, all digital media managers must constantly monitor these changes and to update digital strategies. With these fast changes, we can update the way of digital activation often and we can always be looking for the best practices that will bring positive sentiment for both parties – the NOC and its sponsors.

Content, that is authentic, empathetic and that is connected to athletes brings more positive acceptance by fans and can meet what should the sponsorship bring to sponsors. But it is also important is when sponsors are active, have clear strategy, share same values as NOC and then digital activation can increase positive brand awareness or market advantage.

3. Data collection and results

In this chapter, I comment on and analyses the results of the research, which is the basis for the development of recommendations for the preparation of a sponsor activation strategy on COT social media. I use interviews, surveys and benchmarking in the research.

First, I use interviews to obtain qualitative data in the form of the opinions and views of the respondents (3.1.). Second, I gain quantitative data on the role of social media and digital activation for all 11 COT sponsors (3.2.). Third, benchmarking aim on gathering qualitative data by analyzing best practices of another three NOCs – Germany, Canada and Great Britain (3.3).

3.1 Interviews

As part of the data collection, I conducted interviews with two people who are very important in setting the strategy of activation of sponsors on COT social media. The aim of these interviews was to get the perspective of the social media representative and the marketing representative who sets up the cooperation with each sponsor. In particular, the interviews were aimed at finding out how the COT social media work, what their strategies are and what are the possible ways of presenting COT sponsors. I also wanted to find out what are marketing requirements for the sponsor presentation, why this is important for marketing and what are the expectations. The resulting strategy for sponsor presentation on COT social media should be an intersection of both perspectives and approaches. Therefore, in this section, I bring answers that should be used to make recommendations.

3.1.1 Interview: Tomáš Houska

Tomáš Houska is the digital media manager of the Czech Olympic Team. The man who founded Media House, who manages all social media and sets their strategies. He is a vice chair at the Digital and Technology Commission of the European Olympic Committees.

He most often mentions that quality and relevant sponsorship content has the prerequisites for such content to be successful, accepted by fans and deliver what sponsors expect from it. *"Such content should meet the quality criteria we have set for our social media, both for video and static content. Once the content is sports related, there is no problem sharing such content and fans generally have no problem accepting it."*

Quality of the content was the main problem for Media House during the covid-19 pandemic, where they faced pressure from sponsors for sharing their content. *"Before we share sponsor content, we need to ask the question - why share it? What is it going to bring to the sponsor or to us? Such sharing should multiply the reach of the sponsor's message. It is important for us*

that such a post is successful, interesting, high quality and relevant. If it is not, it reduces the reach not only of that particular post, but also of others, which is something that is a problem for us and something we definitely want to avoid. Sponsors also need to think ahead about the content of the post." It is clear from this that Media House cannot and will not share any content that sponsors create. If such content is of insufficient quality, it also harms Media House's social media.

For tailor made content, it recommends associating sponsors with content that is already being created and is relevant to the activities that the sponsor is undertaking as part of its operations. *"If we plan to make a video series about running, it is suggested to associate it with a sponsor who has a running app. It is logical, it has benefit and the fan can easily identify with it. The content we want to brand should be one that we know will interest fans and have a big reach. Alternatively, we can pair the content with sponsor's product/service that fits the sport and fans might be interested in."*

Because we don't have the marketing right for Olympians (not even during the Olympic Games), Media House uses branding very similar to TV advertising. Then there are number of metric we can be used to set targets for activation of sponsors on COC social media and it can be one of the criteria set in digital activation strategy.

Tomáš Houska believes that it is important to know the target group of each social media. Media House does these analysis on daily/week/month basis and correct the strategy on each social media. Then it is important to know, what is important for sponsors and marketing, that the technical setting is known and that the communication between Media House, marketing and sponsors is clear and effective. Base on the combination of all these mentioned factors, then it is possible to word on the strategy of activation of sponsors on COC social media.

3.1.2 Interview: Zoran Bartek

Zoran Bartek is the Marketing Director of the Czech Olympic Committee. He confirms increased demand from sponsors for digital activation. *"The biggest demands came at a time when the global pandemic covid-19 started and most events were cancelled or moved".* The COC marketing department perceives a commitment to sponsors that was made in 2016, but has not been implemented much. Since then, social has become a full part of the media mix. For sponsors, COT social media are an opportunity to use our broad fan base to present themselves.

In terms of sharing sponsor content, or creating tailored content, Zoran Bartek mentions that sharing content may seem simple, but here we are faced with a lack of quality content or its irrelevance. In order for marketing to ensure a year-round sponsor presence, the avenue of tailored content creation must also evolve. *"This needs to be approached individually, each sponsor has different expectations, different goals within their own communications. The aim of marketing is to present sponsors as COT sponsors and thus raise awareness of who supports the COT, who helps to create the best possible conditions for Olympic athletes or, on the contrary, who supports children's sport and their journey towards health lifestyle."*

The strategy should aim to showcase sponsors on COT's social media throughout the year, not just during the Olympic Games. Set up this activation to deliver results for both parties. This is where the maximum individual approach is needed. *"Individual sponsorships with the COT are based on specific visions and pillars of cooperation. With each sponsor, we are linked to certain values that our organizations express and on which they operate. From these pillars and values, we have a certain "motto" with each sponsor that clearly and succinctly captures the essence of the sponsorship."*

According to Bartek, the marketing department is ready to allocate a separate budget and marketing manager to manage the agenda of sponsor's activation on social media.

3.2 Survey

I addressed the survey to all 11 COT sponsors and they all completed the survey (100%). In the first part of the research, I find out what the position of social media within their marketing and how they work with their own social media and apply them in the presentation of the sponsorship. The second part concerns the presentation of the sponsors on the social media of the COT and finding out what the sponsors themselves expect from this presentation. What is important for each sponsor, what they put emphasis on and what this presentation should bring to them.

For context, the current composition of the COT sponsorship pool is as follows:
TOYOTA - car manufacturer
SAZKA - lottery company
FOSFA - food mixtures manufacturer
ČEZ - energy producer
PILSNER URQUELL - brewery
T-MOBILE - mobile services
ALPINE PRO - apparel manufacturer

CPI PROPERTY GROUP - property owner
ČESKÁ TELEVIZE - television broadcaster
ČESKÝ ROZHLAS - radio broadcaster
BIGBOARD - outdoor advertising operator

3.2.1 Social media of the COT sponsors

1) **Rank the different advertising channels according to the percentage of use you make of them to communicate your brand.**
   (Change the order of items according to your preferences: 1st - most used, last - least used)

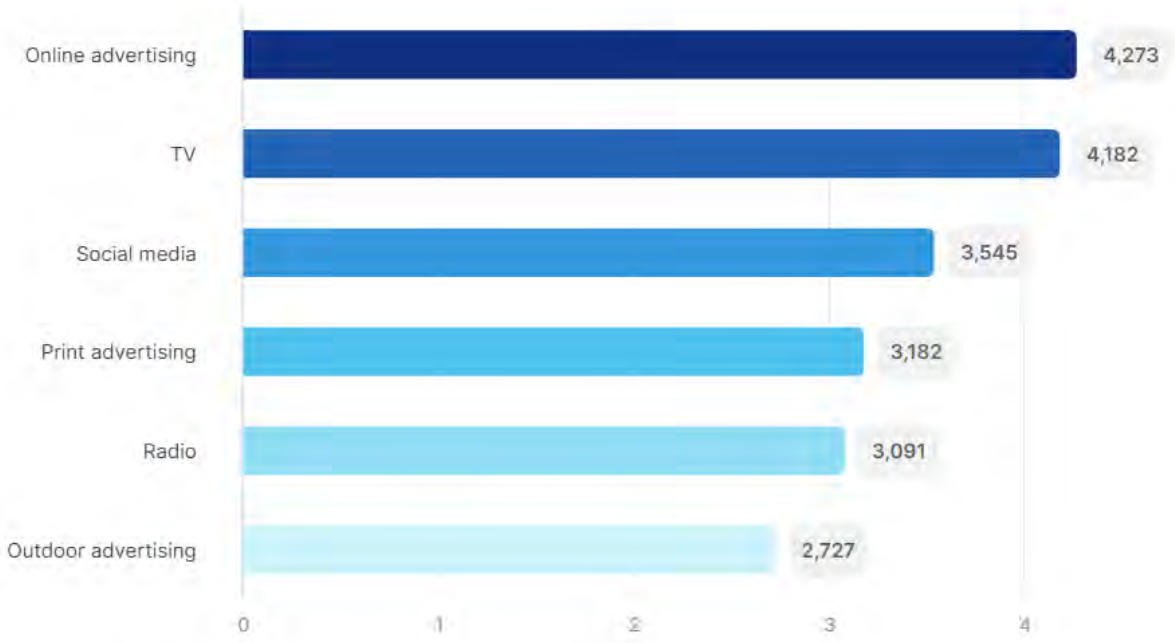


Chart 1 – Usage of sponsor's advertising channels

In the average rating of the most used advertising channels, social media are in the third place behind TV and online advertising. More traditional media such as print advertising and outdoor advertising are at the bottom of the list. <u>This result shows that social media are important and relevant marketing channel for COT sponsors.</u>

2) **Which social media do you use to communicate your brand/product/service?**

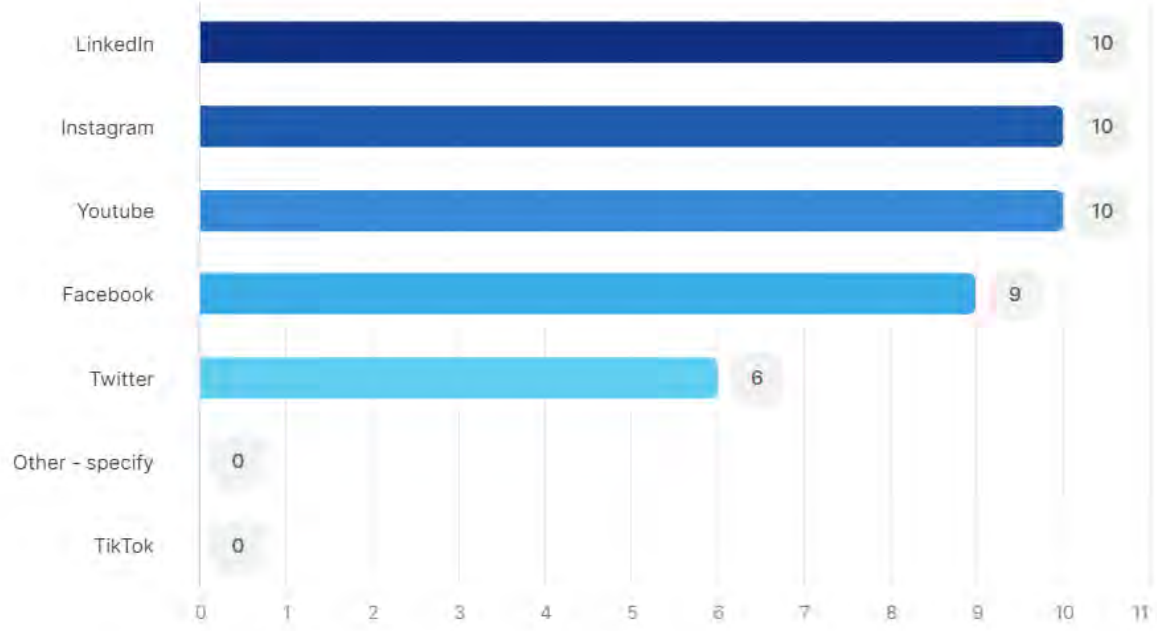


Chart 2 – Usage of sponsor's social media channels

In the average rating LinkedIn, Instagram and Youtube are the most used social media among COT sponsors, 10 out of 11 of them use them. Then it is followed by Facebook (9) and Twitter (6), which is the least used social media. No COT sponsor uses TikTok.

3) **Rank your social media in order of importance for your communication.**
(Change the order of items according to your preferences: 1st - most important, last - least important)

Chart 3 – Importance of single sponsor's social media channels

In the average rating, although Facebook as the oldest social media still in existence, it is still the most important for sponsors. Facebook serves the widest target group in terms of age, this research confirms its position in the communication of commercial entities. Surprisingly, Twitter is in last place, but it corresponds to the Czech reality, where Twitter is not much used by commercial entities.

4) **What are the goals for your brand communication on social media? If you have some KPI's, can you please specify?**

The answers to this question vary from sponsor to sponsor and should therefore be approached individually and used to inform strategy. Some sponsors do not have KPI's on social media. For those who have them, KPI's varies depending on the campaign. If it is an image campaign to build awareness or promote their own activities, then they mainly monitor the reach and degree of interaction with this content. In the case of sales promotion campaigns, they mainly monitor the conversion.

5) **How often do you communicate the sponsorship with the COT on your social media?**

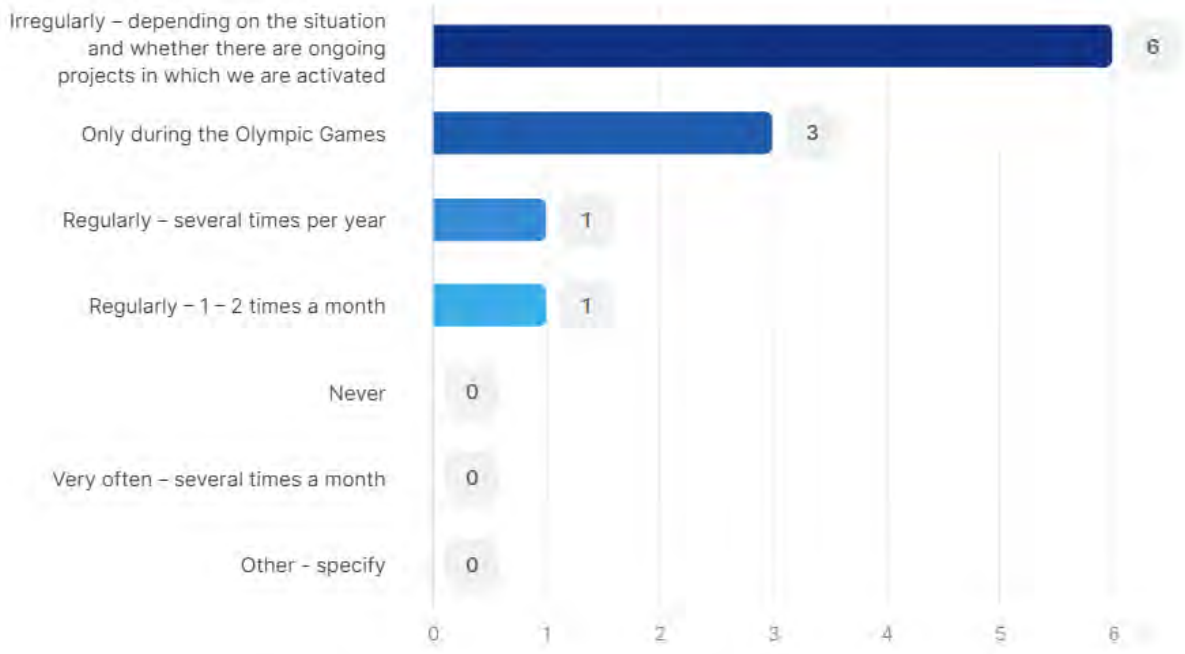


Chart 4 – Frequency of sponsorship communication on sponsor's social media channels

Almost half of the sponsors present their sponsorship with COT on their social media irregularly, depending on the situation and whether there are ongoing projects in which we are

activated, especially during the Olympic Games. This information will be useful for Media House team to know how often there can be a content ready for sharing.

3.2.2 Sponsor presentation on the COT social media

1) **Rank following criteria for the presentation of the sponsorship on the COT social media in order of importance for your communication.**

   (Change the order of items according to your preferences: 1st - most important, last – least important)

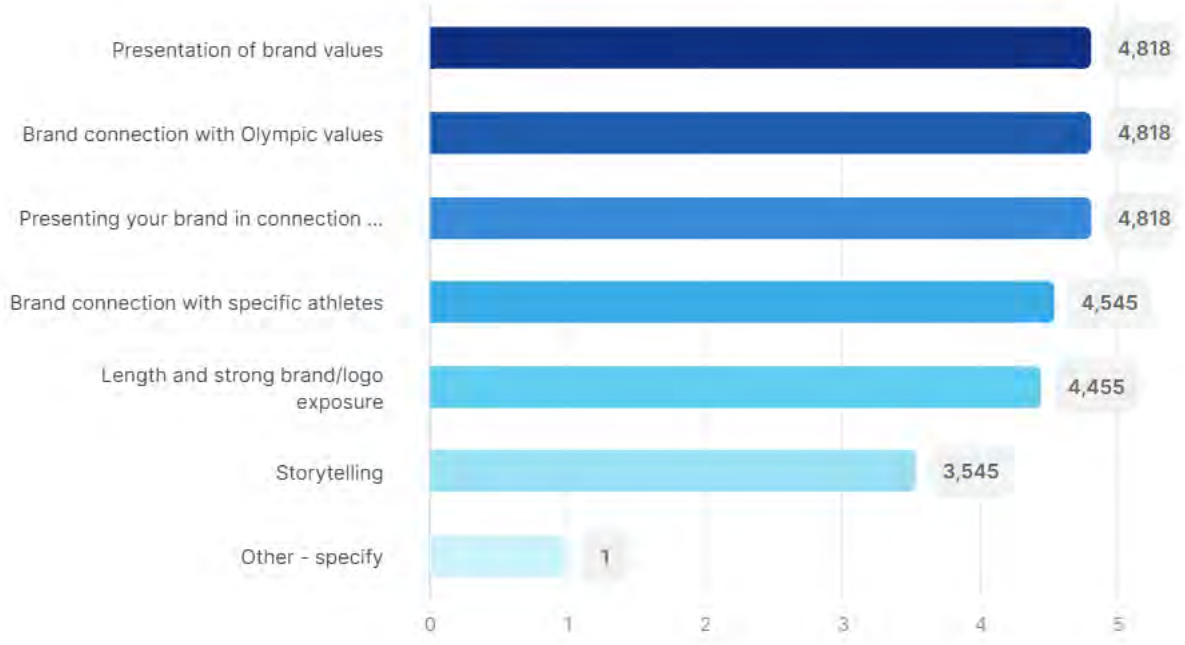


Chart 5 – Importance of criteria for the presentation of the sponsorship on COT social media

The answers to this question need to be looked at on an individual basis and individual answers are important for setting strategy with individual sponsors. However, on average we can see that it is more important for sponsors to be associated with Olympic values, to present their own values and to present the company with activities that correspond with the company's activities than pure logo exposure or association with specific athletes. Storytelling is the last option for COT sponsors.

2) **How important is the presentation of your brand/logo on the COT social media for you?**

Unimportant	Not so important	Neutral	Important	Essential
		TOYOTA ČEZ FOSFA	PILSNER URQUELL T-MOBILE CPI PROPERTY GROUP ČESKÁ TELEVIZE ČESKÝ ROZHLAS BIGBOARD	SAZKA ALPINE PRO

Table 1 – Importance of presentation of sponsor's brand/logo on COT social media

None of the sponsors stated that this criterion was unimportant or of little importance to them. Only three said it was neutral, for six of them it is important and for two it is essential. The answers to this question should be perceived on an individual basis and the results used to set the strategy of individual sponsors.

3) **How important is the presentation of your product/service on the COT social media to you?**

Unimportant	Not so important	Neutral	Important	Essential
SAZKA	T-MOBILE		FOSFA CPI PROPERTY GROUP ČESKÝ ROZHLAS BIGBOARD	TOYOTA ČEZ PILSNER URQUELL ALPINE PRO ČESKÁ TELEVIZE

Table 2 – Importance of presentation of sponsor's product/service on COT social media

One sponsor says it is unimportant, for one it is not very important, for four it is important and for five it is essential. The answers to this question should be perceived on an individual basis and the results used to set the strategy of individual sponsors. It depends if the sponsor has B2C product or not and what kind of B2C product.

4) **How important is brand image building on the COT social media to you?**

Unimportant	Not so important	Neutral	Important	Essential
	FOSFA		PILSNER URQUELL CPI PROPERTY GROUP ČESKÁ TELEVIZE ČESKÝ ROZHLAS BIGBOARD	TOYOTA SAZKA ČEZ T-MOBILE ALPINE PRO

Table 3 – Importance of sponsor's image building on COT social media

Only one sponsor says it is not very important, for the rest it is important or essential. The answers to this question should be perceived on an individual basis and the results used to set the strategy of individual sponsors.

5) **How important is building brand awareness as a COT sponsor on the COT social media to you?**

Unimportant	Not so important	Neutral	Important	Essential
	ČESKÁ TELEVIZE	ČEZ FOSFA	TOYOTA PILSNER URQUELL CPI PROPERTY GROUP ČESKÝ ROZHLAS	SAZKA T-MOBILE ALPINE PRO BIGBOARD

Table 4 – Importance of sponsor's brand awareness on COT social media

One sponsor says it is not very important, for two of them it is neutral, for four of them it is important and another four say it is essential. The answers to this question should be perceived on an individual basis and the results used to set the strategy of individual sponsors.

6) **How important is the fans engagement/call to action during your presentation on the COT social media to you?**

Unimportant	Not so important	Neutral	Important	Essential
	ČEZ	FOSFA CPI PROPERTY GROUP ČESKÁ TELEVIZE BIGBOARD	ALPINE PRO	TOYOTA SAZKA PILSNER URQUELL T-MOBILE ČESKÝ ROZHLAS

Table 5 – Importance of fans engagement/call to action in sponsor's presentation on COT social media

For only one sponsor this is not very important, for four of them it is neutral, for one it is important and for five of them it is essential. The answers to this question should be perceived on an individual basis and the results used to set the strategy of individual sponsors.

7) **Do you prefer to be presented on the COT social media on regular basis or irregularly depending to the situation and activities?**

Chart 6 – Importance of regularity of sponsor's presentation on COT social media

Most sponsors prefer an irregular presentation. For both forms of response, more precise information is needed in setting the strategy, namely how often, whether on specific days/months/times, whether in conjunction with specific events, etc.

8) **Choose three most important expectations from the presentation on the COT social media to you.**

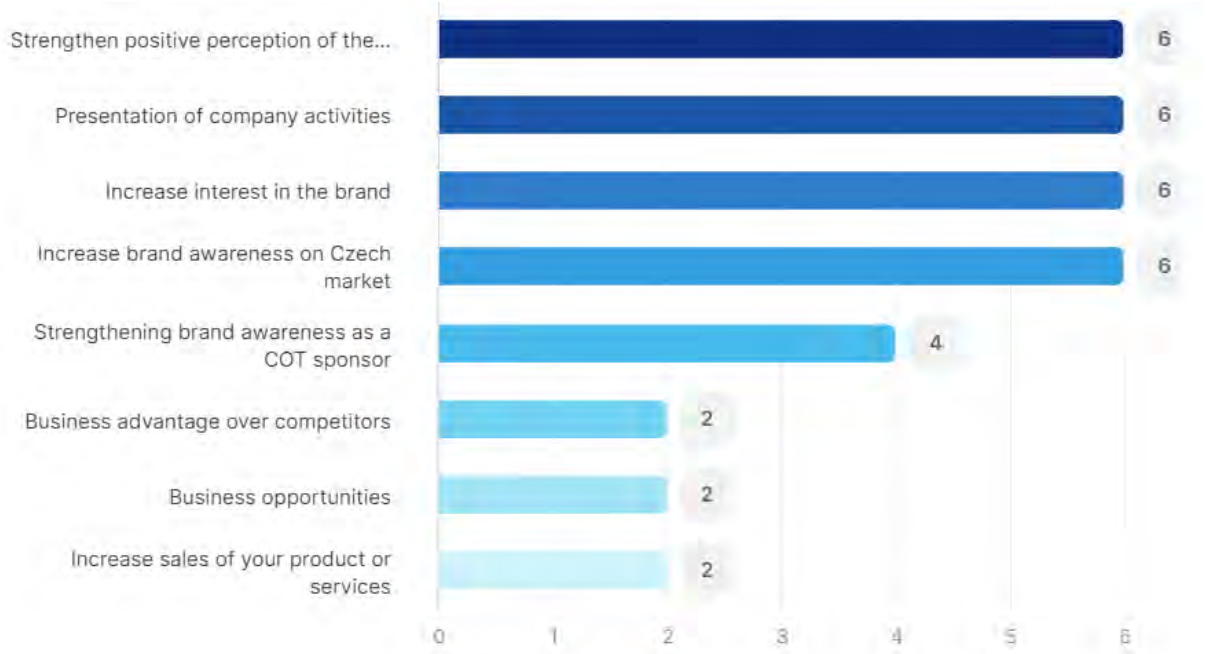


Chart 7 – Importance of regularity of sponsor's presentation on COT social media

Strengthening brand awareness as a COT sponsor was mentioned four times. Three business options (Business advantage over competitors, Business opportunities, Increase sales of your product or services) were chosen twice.

In the average rating we can see that the positive perception of the sponsors, sponsors presentation and their CRS activities are more important than business interests. Four options were chosen six times and they are:

- Strengthen positive perception of the company through CSR activity with the COT
- Presentation of company activities
- Increase interest in the brand
- Increase brand awareness on Czech market

The answers to this question should be perceived on an individual basis and the results used to set the strategy of individual sponsors.

3.3 Benchmarking

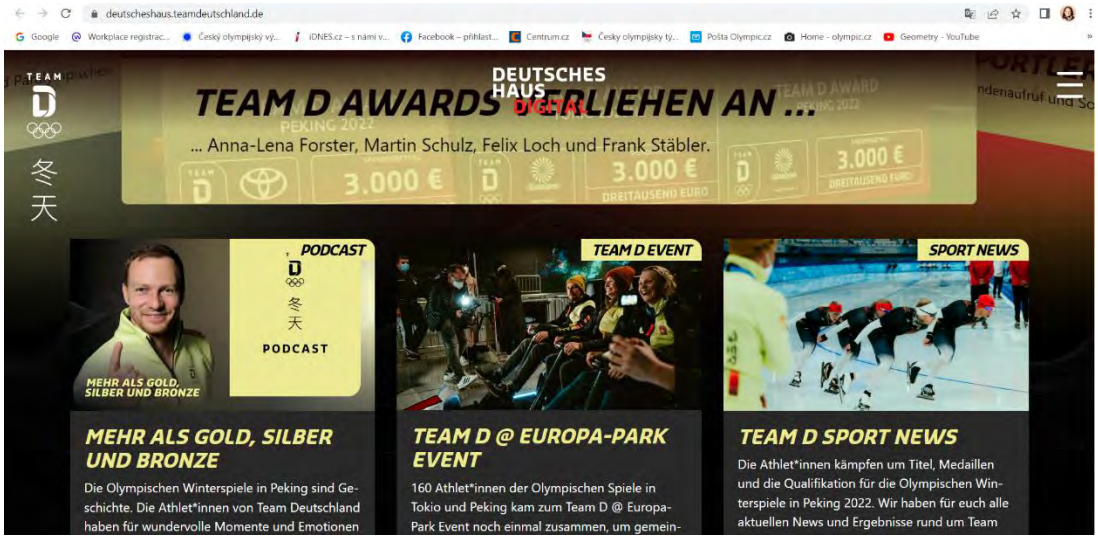
As part of the benchmarking, I analyzed the social media sponsorship activation of three National Olympic Committees, namely Canada, Great Britain and Germany. The social media of these three NOCs have long been ranked highly and have been working with sponsors on social media. For the Czech Olympic Team Media House, the social media of these NOCs are an inspiration. I also selected the NOCs according to their sponsor structure, which is similar to COT structure and there is a similar type of sponsors.

3.3.1 Team Deutschland

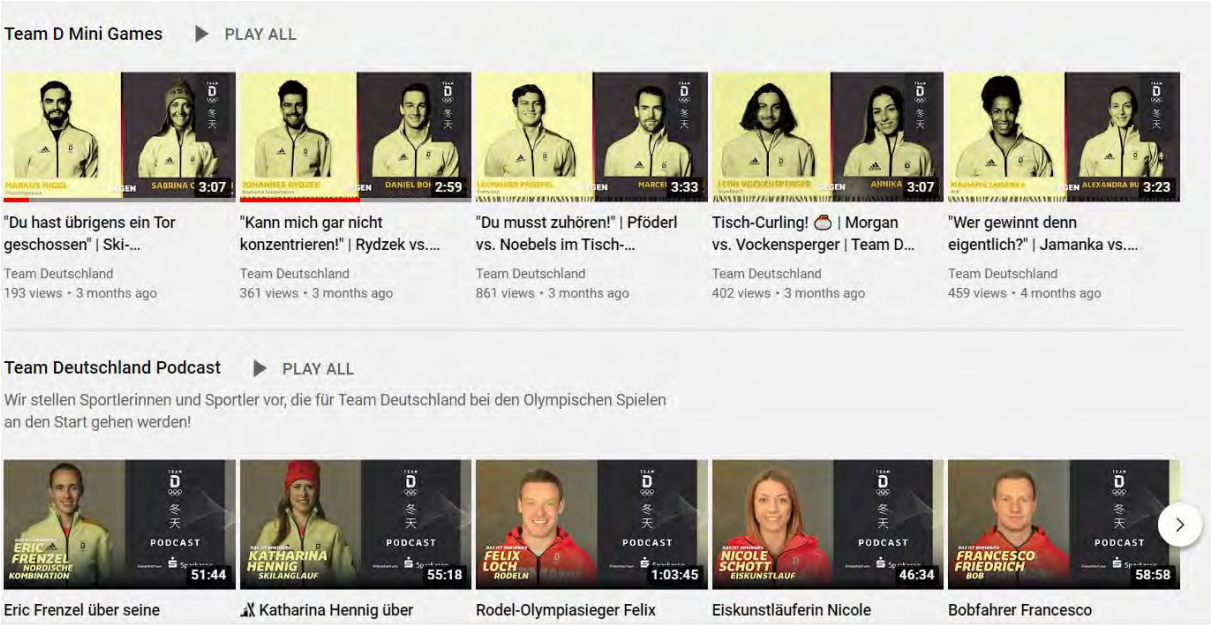
Team Deutschland is a commercial brand of the German National Olympic Committee. It has four TOP partners - Adidas (apparel sponsor), Allianz (insurance company), Sparkasse (bank) and Toyota (car manufacturer). They present these sponsors primarily, and at some shows they also present key sponsors (6) and another sponsors. I analyzed the period during the Olympic Games and the period after that.

Like the Czech Olympic Team, Team Deutschland has its own Digital House. This has its own website where all digital activations and digital content are available and is thus separate from the official, more institutional and sports websites. Neither the NOC website nor the Digital House website offers proper banner positions that could be used to showcase sponsors.

During the Tokyo 2020 and Beijing 2022 Olympic Games, Team Deutschland had a very clear division of digital formats between the different sponsors. This connection was evident on the Digital House's website, mobile application, YouTube channel and individual social media channels. The branding of the individual formats was subtle and always fit in with the overall graphic concept of the format.



Picture 1 – Team Deutschland Digital Haus website

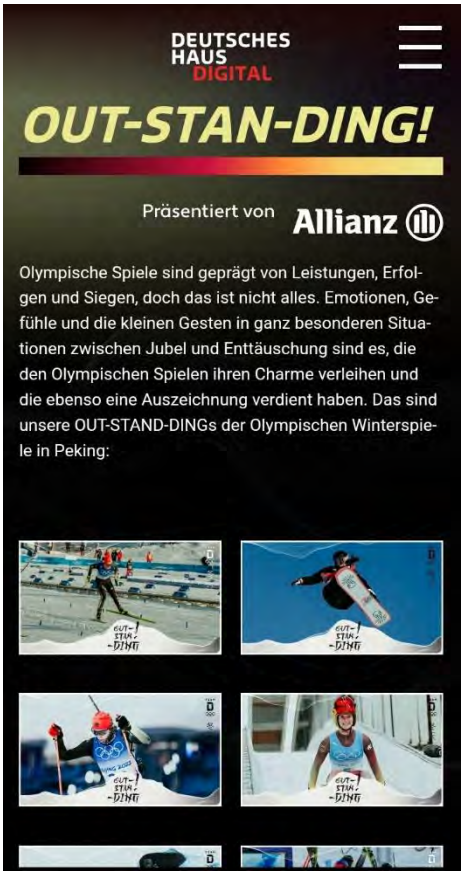


Picture 2 – Team Deutschland YouTube channel

For the apparel sponsor, the presentation during the Olympic Games is the simplest. All the athletes are constantly dressed in the sponsor's products, on the podium and receiving their Olympic medals. Team Deutschland has created a special Medal Movement section for Adidas. These videos were shared across all digital channels after each medal success, in the feed and in stories, and the collaboration was tagged according to social media rules.

Picture 3 – Team Deutschland Adidas presentation

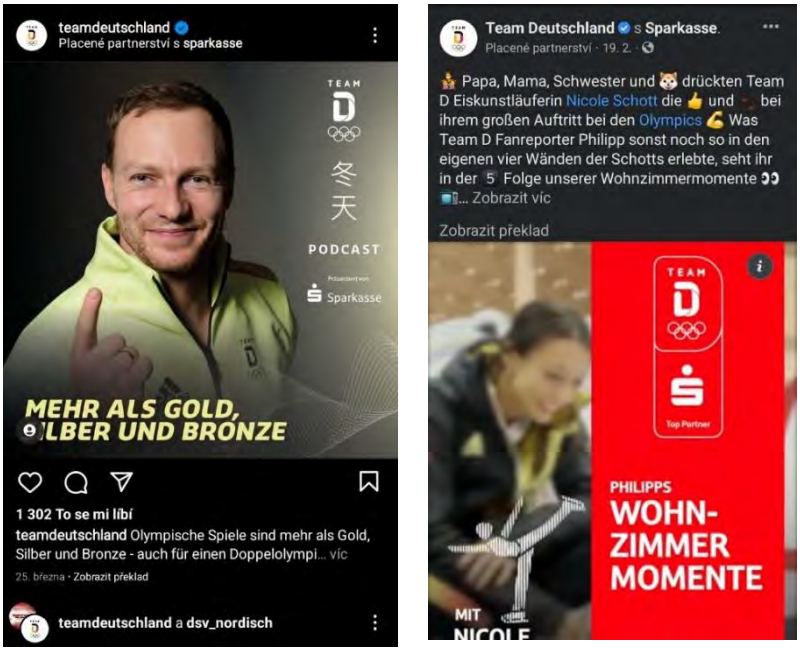
Allianz was associated with unique moments of the Olympic Games, moments of happiness and disappointment or emotions captured by cameras. This section was a regular feature, again shared on all digital platforms and properly tagged.



Picture 4 – Team Deutschland Allianz presentation

Podcast was a format that was associated with a sponsor for all three NOCs analyzed. In the case of Team Deutschland, the podcast is associated with the sponsor Sparkasse. This is again a regular format with decent branding and shared across digital platforms. The sponsorship is also mentioned at the beginning of each podcast episode.

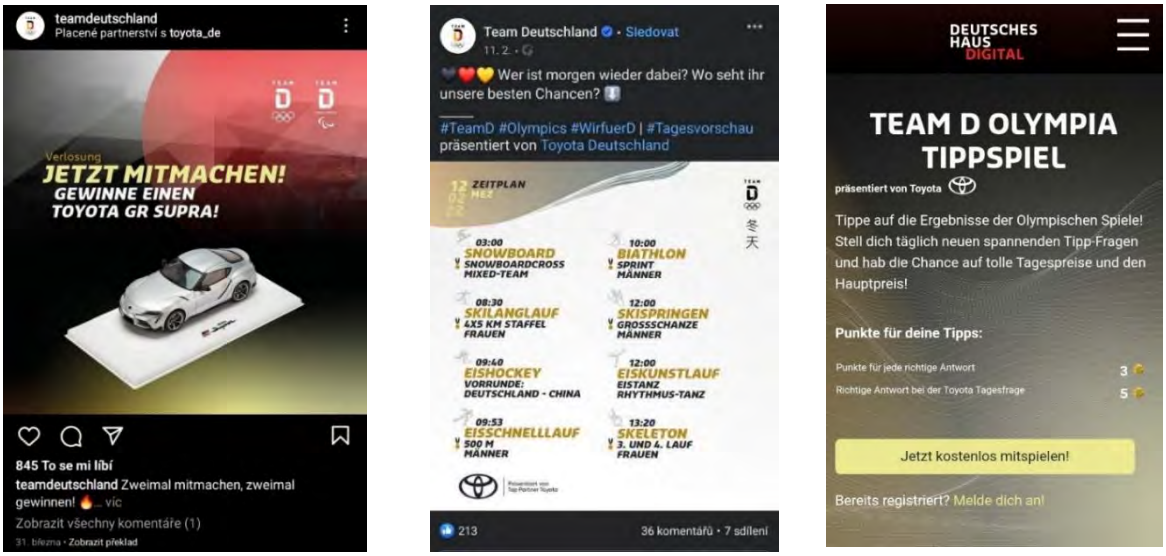
Sparkasse was also associated with a video format where the reporter watched as fans, family or friends watched their friends' sporting performances at the Olympics.



Picture 5 – Team Deutschland Sparkasse presentation

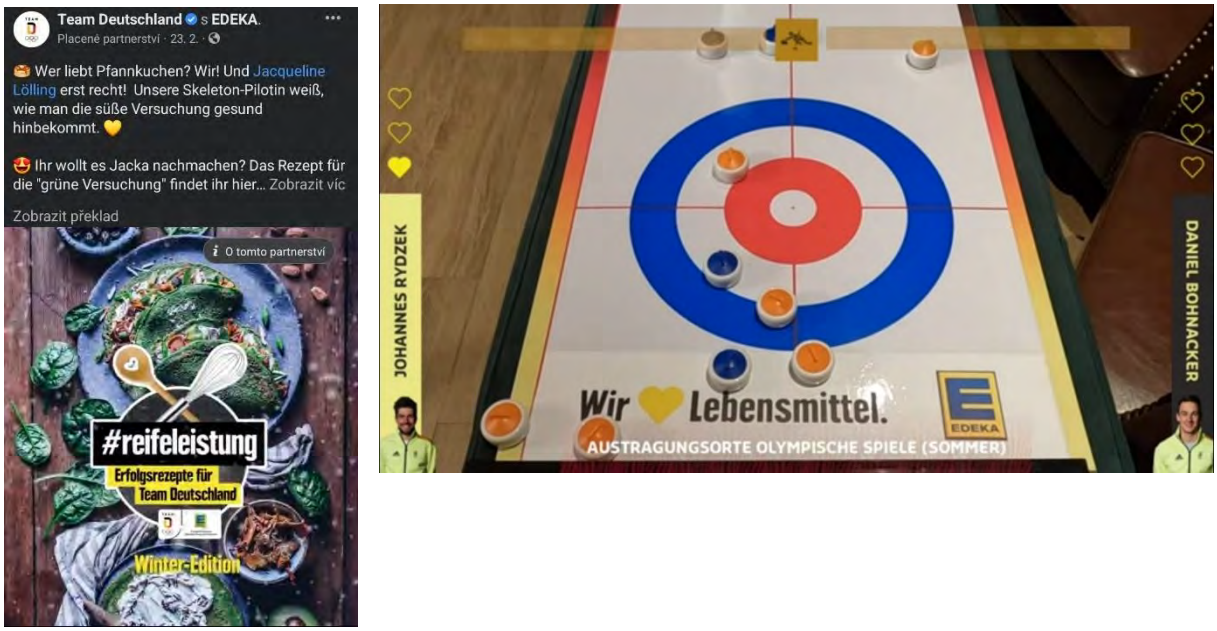
Toyota is mainly presented on Team Deutschland's social media through the product - cars. There is a call to action in the regular model competitions and the fan is redirected from social media to the Digital House website, where the activation is even more widespread. During the Olympics, a section of the day's program was dedicated to Toyota, and every day the Toyota logo was unveiled on a graphic that was one of the most shared content. In this form of presentation, Toyota is the only one that loses the connection with the Olympians, with the emotions and stories that are created in Olympic sport.

But Toyota was also associated with a big guessing game, which took place entirely on the Digital House's website. Toyota's presentation was more spread out across digital channels.



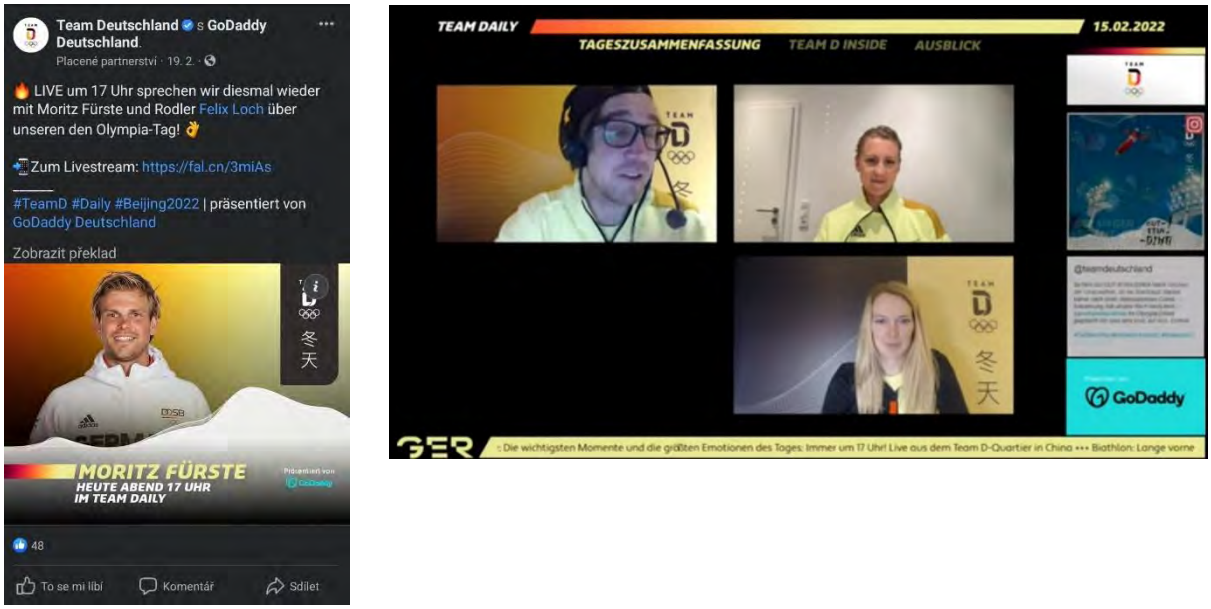
Picture 6 – Team Deutschland Toyota presentation

Some of the key partners also had a presentation on social media during the Olympic Games through their own sections and connections with Olympians. One of these was Edeka, the brand name of a supermarket chain operating only in Germany. Edeka was a sponsor of the mini table games, for which an entertaining video series with Olympic athletes was created. At the same time, Edeka was also connected to the core of its business, namely the products it sells in the video series on Olympic cooking. These formats were again branded and presented across digital channels. In this case, the Olympic content was linked directly to the business that the sponsor was running.



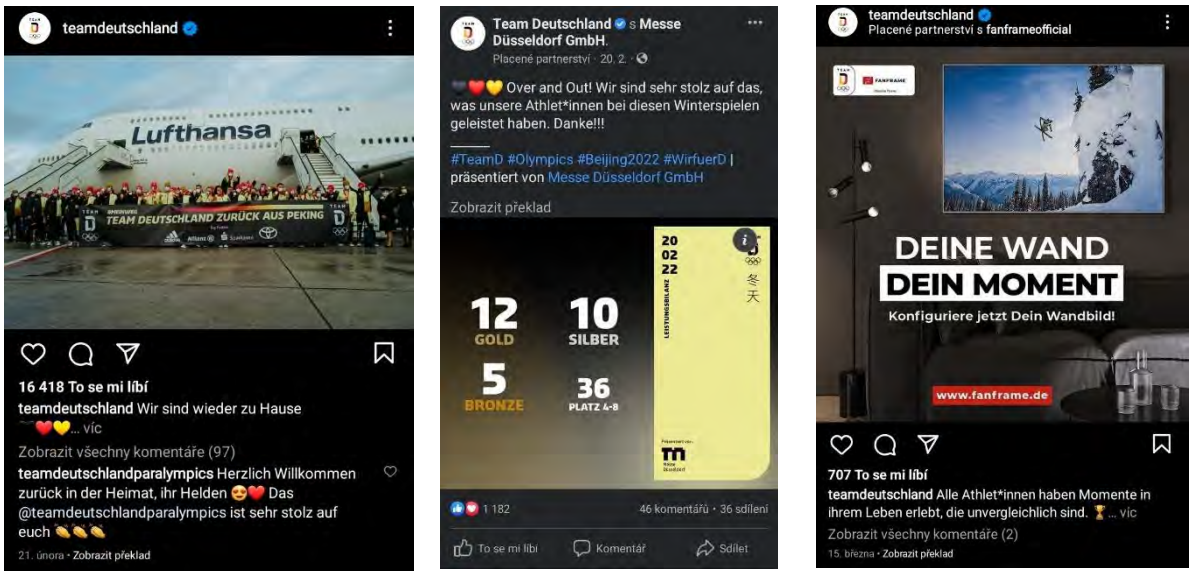
Picture 7 – Team Deutschland Edeka presentation

Another sponsor with a regular presence on social media was GoDaddy, which sponsored live broadcasts from the Olympic Games venue.



Picture 8 – Team Deutschland GoDaddy presentation

Other sponsors were presented according to the activities that were carried out with that sponsor. For example, a flight to/from the venue by Lufthansa, the possibility to create high quality photo frames with FanFrame, discounts or competitions for products/services of other sponsors.



Picture 9 – Team Deutschland other's sponsors presentation

For the Olympic Games, Team Deutschland had a very clear and straightforward strategy to connect the individual sponsors with specific themes, headlines, video series and types of digital activations. The rubrics for the TOP partners were implemented on a daily basis, so the presentation of the sponsors and the exposure of their logos was very intense at this most exposed time of the sponsorship. The activation of the sponsors took place across digital channels, on social media primarily in the feed, but also in stories, where the presentation is not as intense. Placing branded content directly in the feed on a daily basis meant ensuring a really strong presentation of the sponsors, so that when visiting social media it was clear at a glance who the Team Deutschland sponsors were. Toyota was mainly presented through its own product and logo exposure.

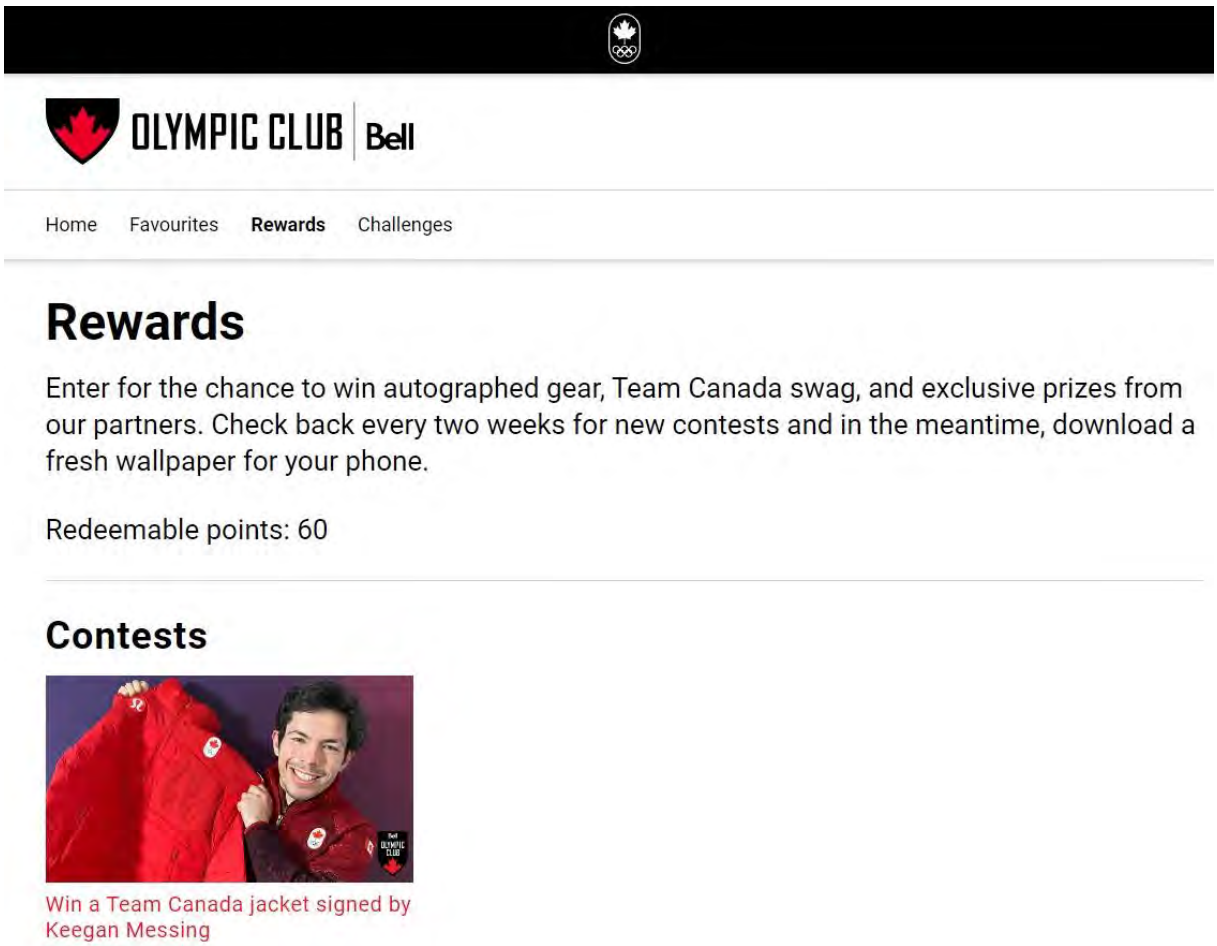
In the period outside the Olympics, the activation of Sparkasse through the podcast, Adidas and Toyota through their products is still maintained. However, the activation of Allianz is no longer regular. Other sponsors are presented randomly according to the events that are actually produced with them. Team Deutschland uses all forms of its digital communication to activate sponsors. Sponsor content is branded very sensitively and Team Deutschland does not share purely commercial content or activities of its sponsors, but at the same time shares Olympic-related content from sponsors' social media very sporadically. For video content, photos of athletes for sponsorship content, cover photos for other sponsorship formats, the

clothing of the official apparel sponsor Adidas is used as much as possible, which gives it an extra presentation.

3.3.2 Team Canada

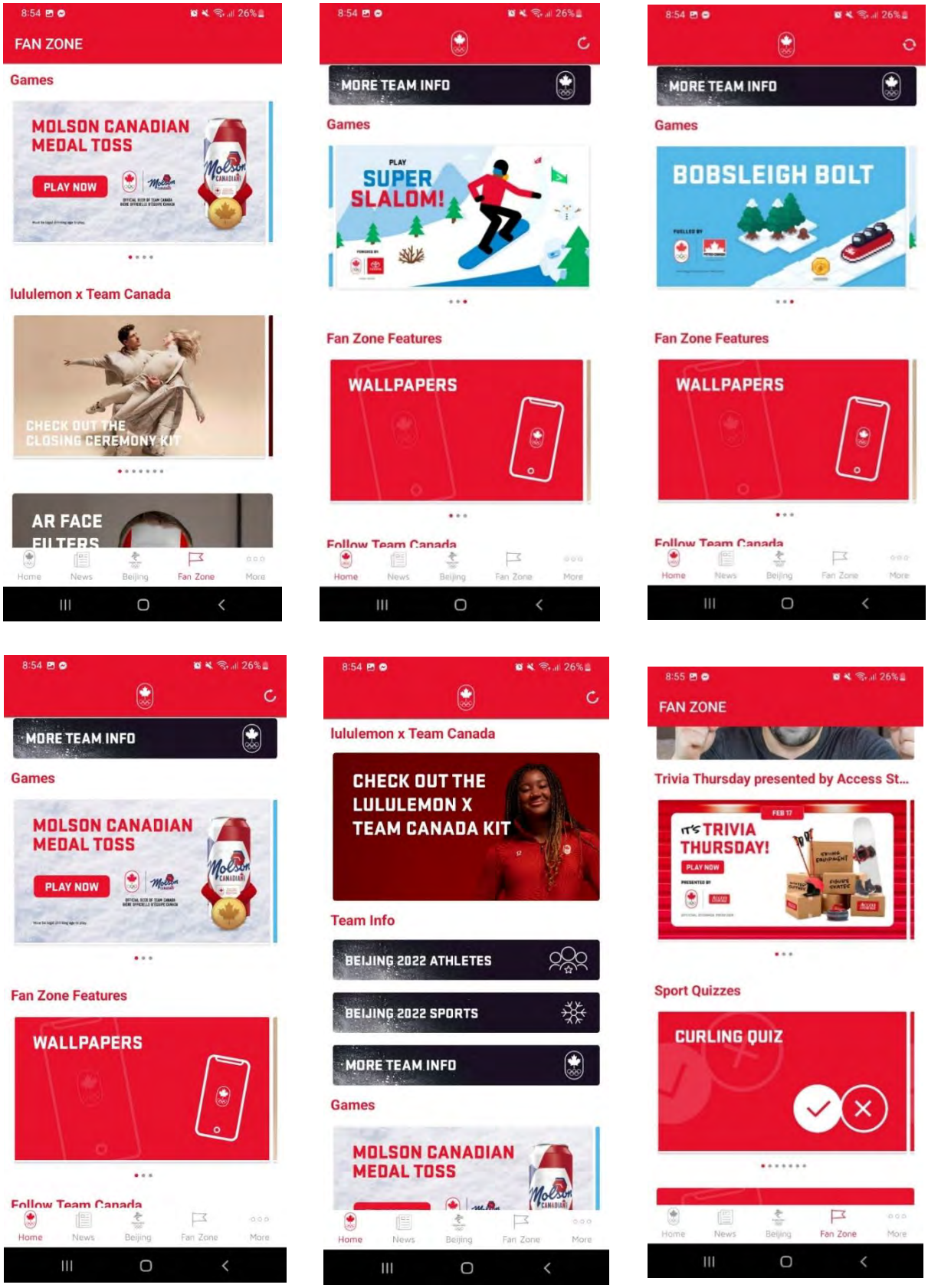
Team Canada has four Premiere national sponsor, five National sponsor, ten Official supporters and four Official suppliers. It has dedicated sponsored content for most of these sponsors, which means a large amount of regular sponsored content.

One of the Premiere National sponsors, Dell, is an Olympic Club sponsor, which is a free all-access community uniting and rewarding Team Canada fans. A large number of sponsored digital activations are made through this Olympic Club. Fans are incentivized to collect points by actively watching or engaging with these activations. Often there is a linking and multiplication of engagement.



Picture 10 – Team Canada Bell Olympic Club presentation

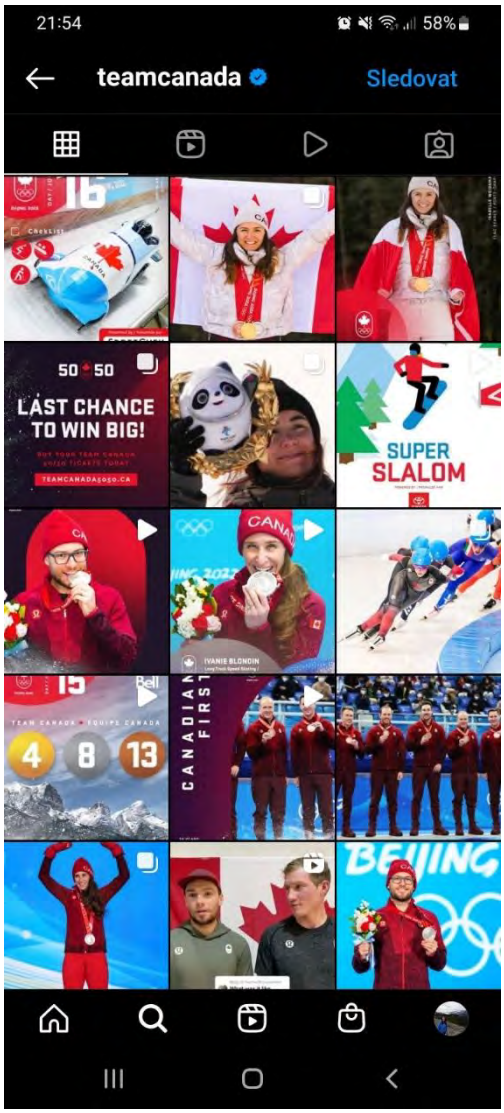
Another similar digital format that is mainly based on entertainment is the mobile app with its fan zone. Team Canada also uses the mobile app to drive digital activation. The fans zones offers official fan shop, branded games or discounts on products.



Picture 11 – Team Canada sponsor's presentation on mobile application

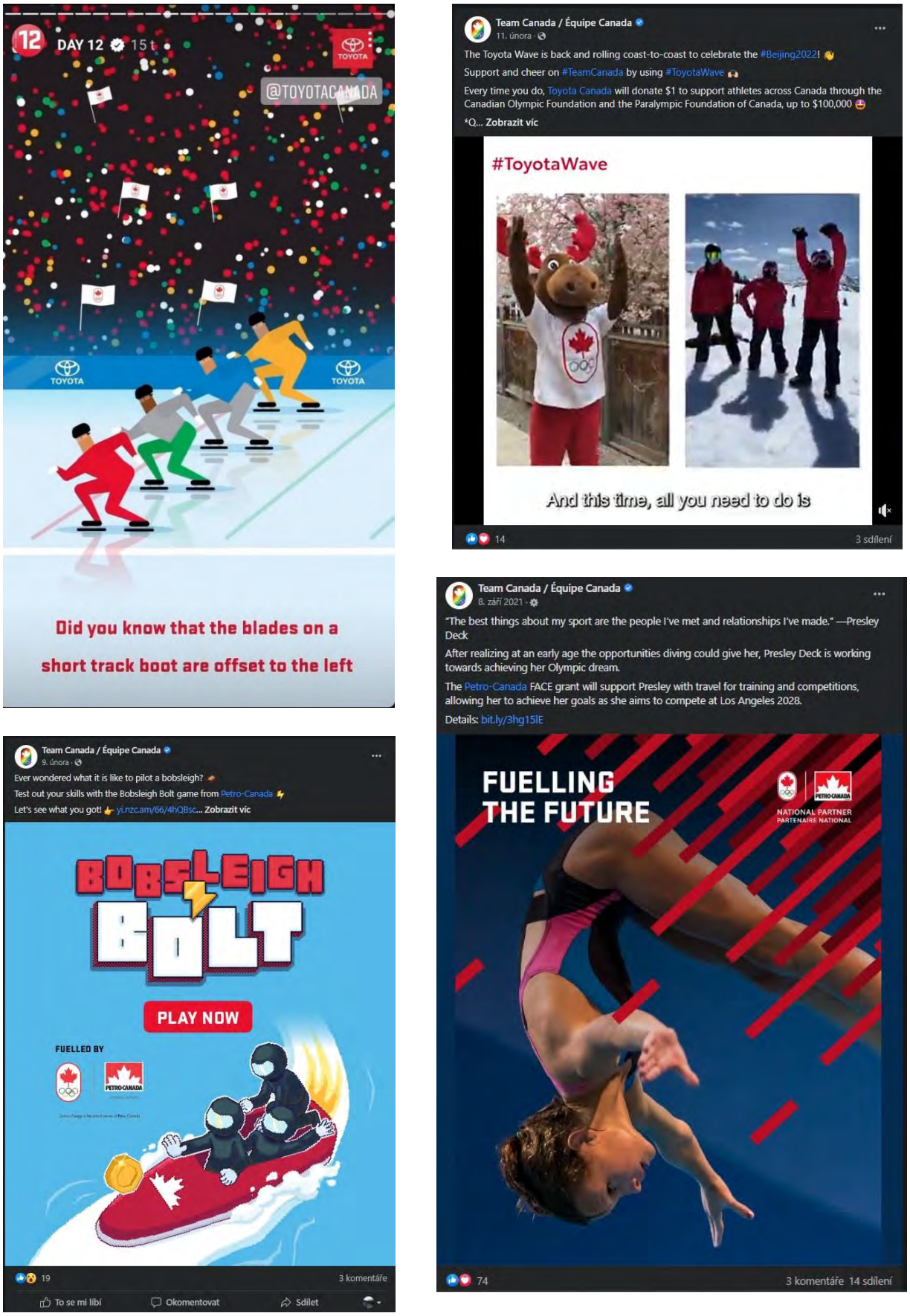
Team Canada exclusively uses composite sponsor logos to brand sponsor content, the logos are subtle and the content is not colored in the sponsors' corporate colors. I took a closer look at the Premier National partners and National partners presentation.

During the Olympic Games, sponsor activation on social media and other digital channels is very intense. Given the number of sponsors, almost all content that is posted on social media is sponsor branded. When visiting, for example, Instagram, a YouTube channel or Facebook, sponsor branding is obvious at first glance, but it is subtle and not distracting. Sponsor activation is thus addressed in this period to a very strong extent. Sponsorship activation is very much based on still images, photos, graphics or animations. Less on video content, moreover, one that would be associated with specific athletes.



Picture 12 – Team Canada sponsor's presentation on Instagram

Each of the Premiere national partners and some of the National partners are even associated with two content formats. These formats are posted regularly on social media and in the mobile app. On social media, it's a combination of feed posts, but also frequent stories, where there is quite a bit of branding and logo exposure. Interestingly, the only sponsor that is featured through its own product is apparel sponsor Lululemon. Even, for example, Toyota is not presented through its own product. Team Canada doesn't have a Facebook store with a collection from sponsor Lululemon.



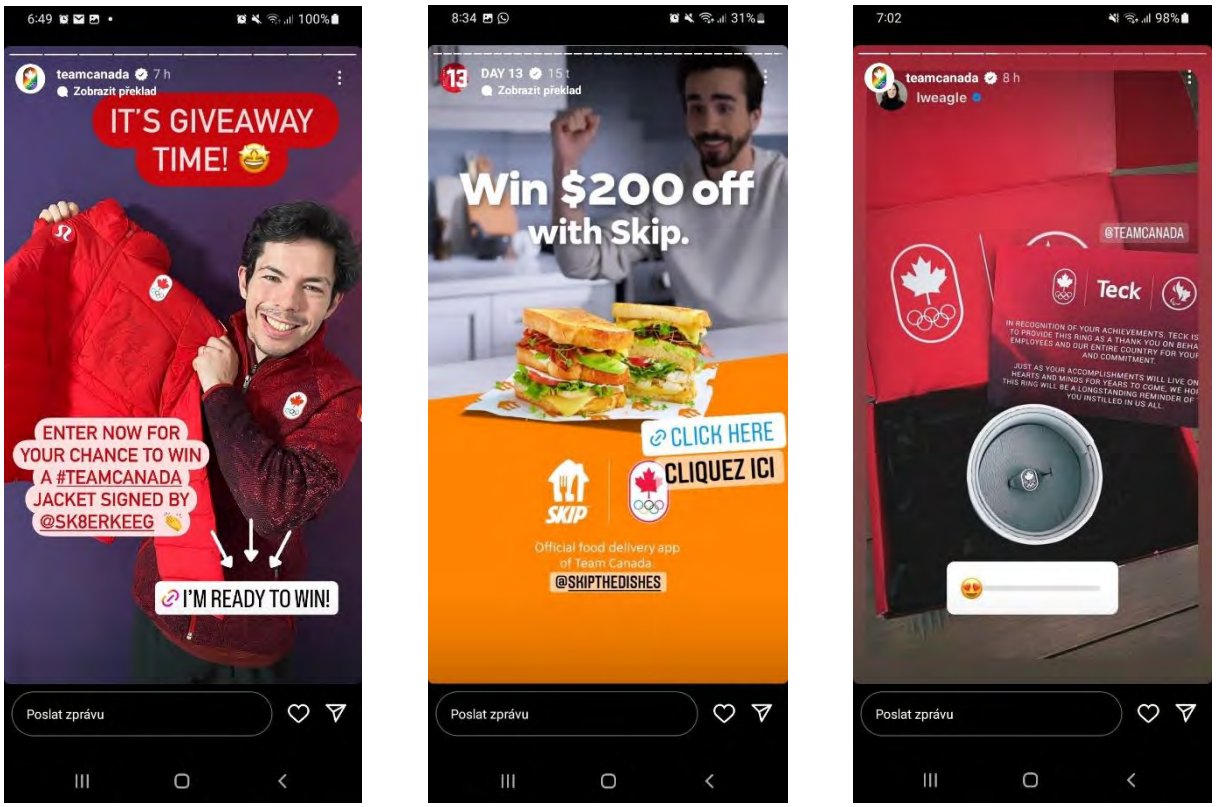
Picture 13 – Team Canada sponsor's activations on social media

Most of these formats are tied purely to the Olympics, Olympic stories and Olympic athletes. Thus, much sponsorship activation does not continue or is not pursued after the Olympics. Further sponsorship activation in the digital environment is rather haphazard, and there are no regular features for sponsors to run outside of the Olympics. There are several banner positions on the website that showcase individual sponsorships throughout the year.

However, when such activation does take place, Team Canada handles it effectively and quietly activates sponsors in one post. An example is the CF Cadillac sponsor activation, where the Lululemon brand is seen in the background and the fan is led to the Bell Olympic Club to receive a discount on a purchase at the CF Cadillac mall.

Picture 14 – Team Canada sponsor's multiple activation on social media

In the non-Olympics period, sponsor content is mainly associated with discounts, bargains, fun games, and this social media presence takes place significantly more in stories than in fixed posts. This presentation also extends to official supporters and suppliers. Team Canada also does not share or post the purely commercial activities of its sponsors. Content from sponsors' social media is shared very sporadically on social media.

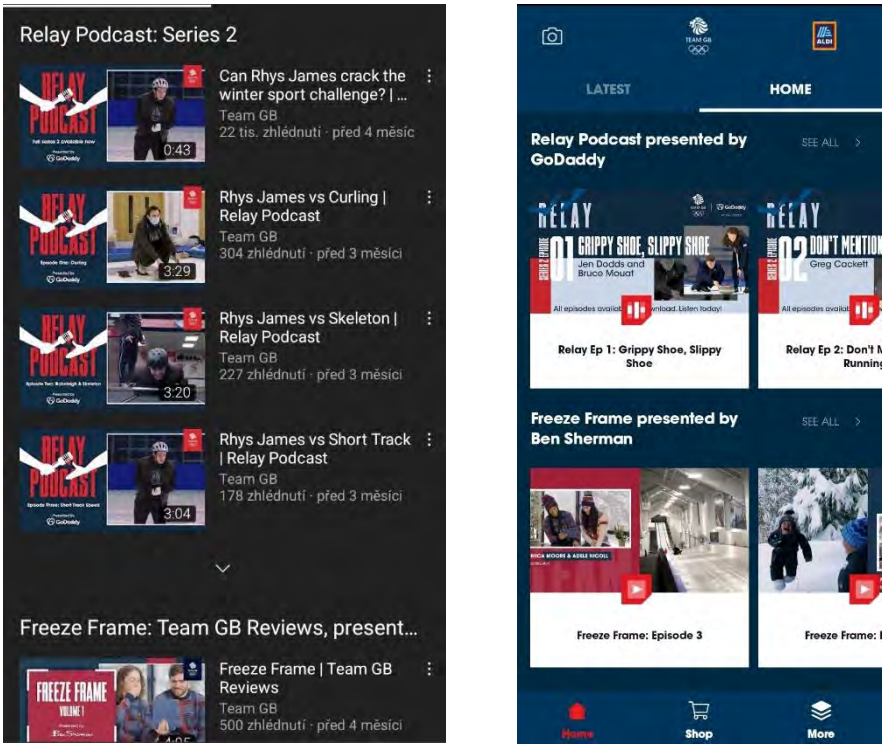


Picture 15 – Team Canada sponsor's stories activation on social media

Linking digital activations through Bell Olympic Club and the mobile app delivers a multiplication of sponsorship content engagement, brand exposure and brand connections to Olympic content.

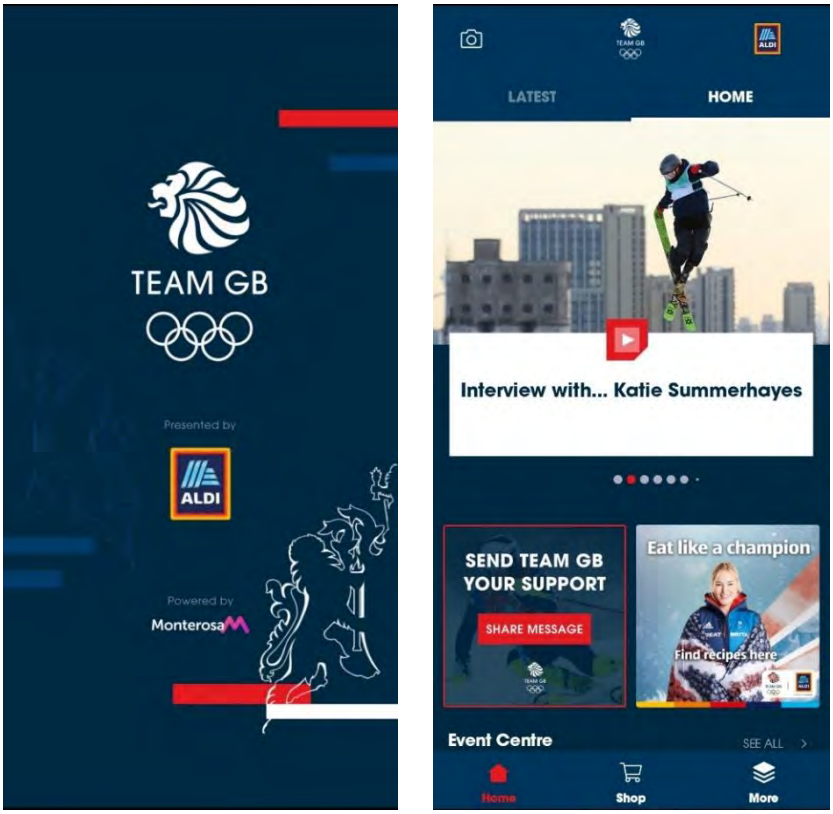
3.3.3 Team GB

Team GB has 14 Official sponsors who are not divided into categories but are all at the same level. In addition, it has seven Official suppliers. The presentation of sponsors on Team GB's social media is very clearly structured, not only on social media but also in the Team GB mobile app. Approximately half of the sponsors are associated with a specific theme, which is regularly elaborated on, mainly in the form of videos and video stories. This distribution and sponsorship is particularly evident at first glance on the YouTube channel and in the mobile app.



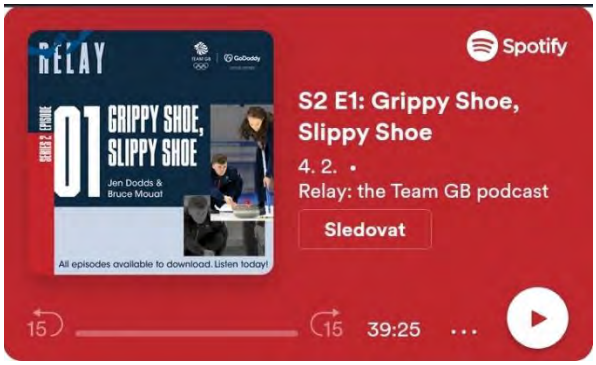
Picture 16 – Team GB sponsor's activation structure on YouTube channels and mobile application

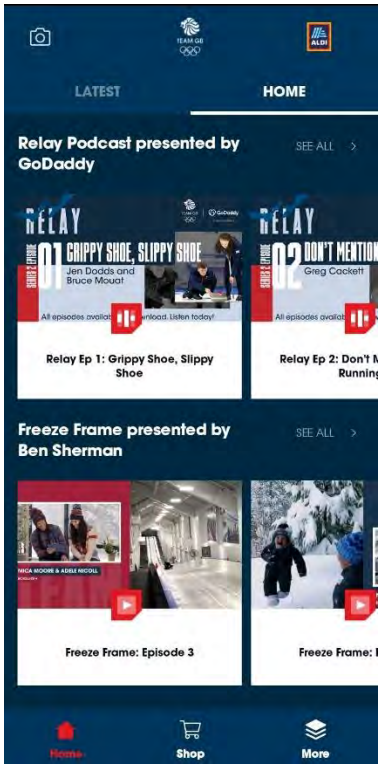
Team GB is the only one of the three NOCs mentioned to have its mobile app linked to one specific sponsor. The sponsor's branding carries the splash screen as well as the header of the app itself, thus ensuring logo exposure in 100% of the app's usage. The mobile app is thus a fully-fledged marketing element.



Picture 17 – Team GB Aldi presentation on mobile application

Similar to the mobile app, the podcast, which is associated with the sponsor GoDaddy, is also marketed. Cover images feature a composite logo and these cover images are used on all podcast platforms, the mobile app and social media. This sponsorship is thus spread across all digital channels and reaches a very wide fan audience. GoDaddy is verbally mentioned at the beginning of each podcast episode.



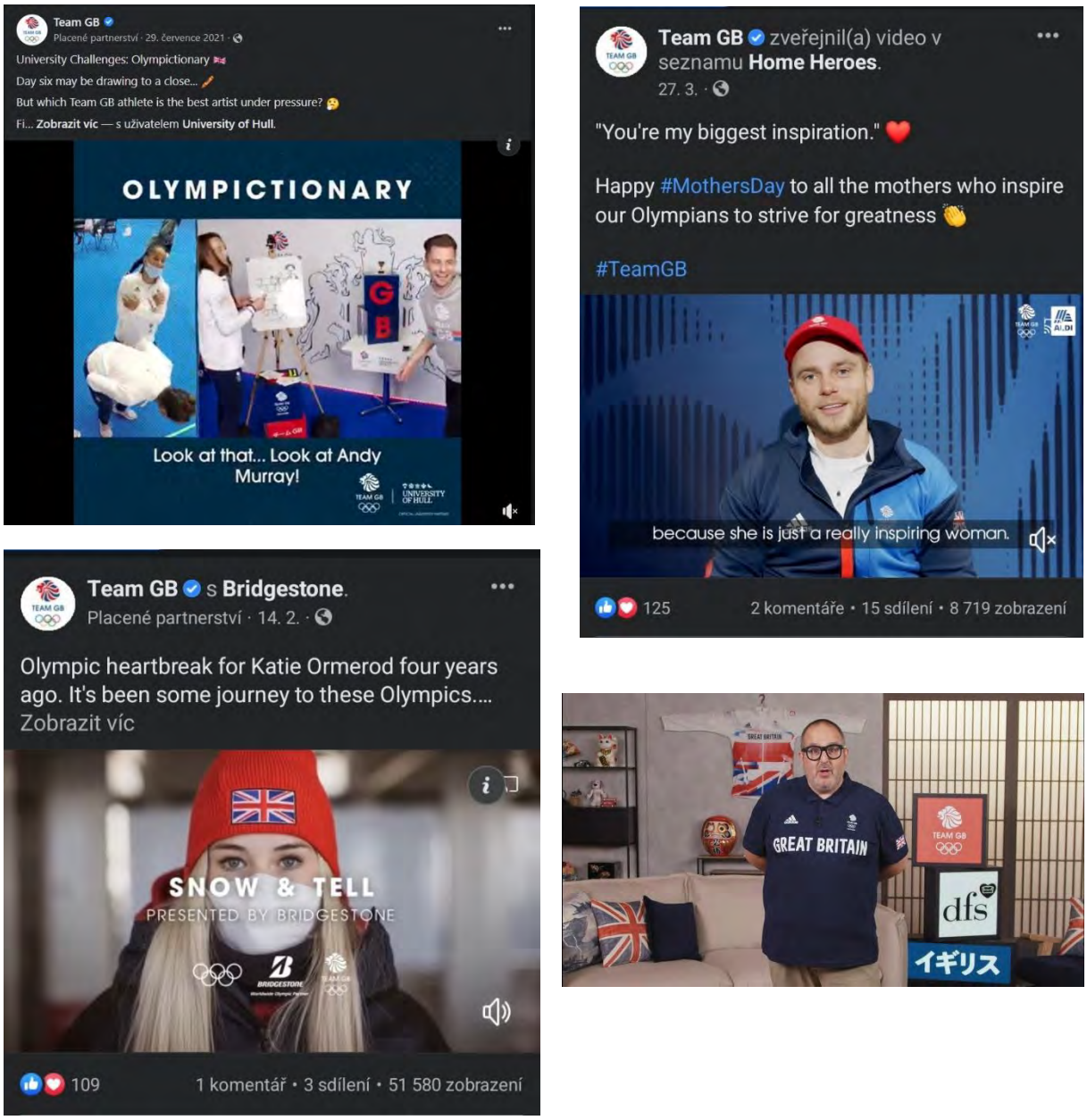


Picture 18 – Team GB GoDaddy presentation on podcast

As far as the media themselves are concerned, sponsored content appears to a much greater extent on Facebook, while on Instagram only a selection usually appears, but sponsored content is not as intense there. Team GB Facebook serves three times more fans than Instagram.

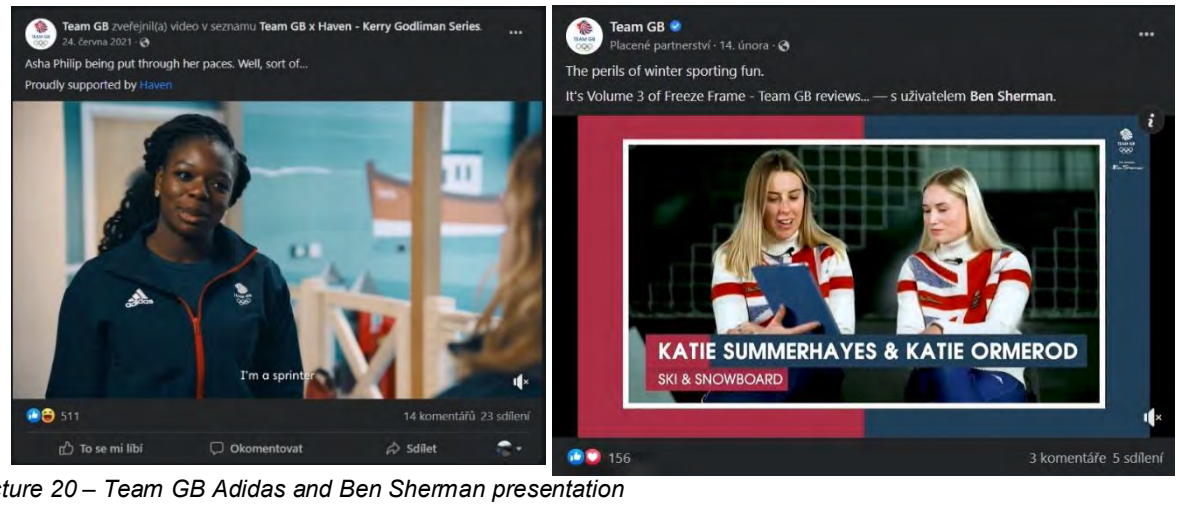
Sponsors are mostly associated with video content and video stories that build on either past Olympic successes or strong Olympic moments and individual stories of specific Olympians. The themes and values of the content are often aligned with the values or activities of the sponsor. Aldi, as a supermarket chain and grocery retailer, sponsors a feature on Olympic cooking as well as a Home Heros feature that tells stories about important people in the lives of Olympic athletes. Bridgestone, for example, sponsors stories about Olympians' journeys to success; Heaven, as a holiday sponsor, shows the UK's cruise spots in an entertaining program featuring Olympians; and DFS, as a sofa retailer, sponsored the Tokyo Olympic Studio, which was built as a lounge with the main feature being a sofa on which all the guests

sat. All the sponsorship content that Team GB creates is linked in this way. There is thus a link between the Olympic content and the sponsors' products or services. At the same time, however, a composite logo is used and there is exposure of the logo.



Picture 19 – Team GB sponsor's presentation on social media

Official Adidas sponsor apparel is used for all content filmed for sponsored content. This eliminates the appearance of any other brand in this content and gives Adidas the benefit of brand exposure. Team GB has a separate sponsor for the opening and closing ceremony collections. This sponsor, Ben Sherman, has his own video series. These stories are filmed in the brand's clothing and there is a significant presentation of this clothing, which is also part of the sales offer to fans.



Picture 20 – Team GB Adidas and Ben Sherman presentation

Team BG logically and naturally connects its sponsors with stories, themes and Olympic ideas. This natural connection multiplies the perception of the sponsorship and the perception of the presented product or service. Again, the branding is very subtle and does not interfere with the consumption of the content. The sponsorship content is mainly in the form of videos; the videos are clearly sorted. Team GB uses its mobile app and podcast as a full marketing element. For sponsorship content, there is little requirement for fan engagement and no call to action.

Team GB also does not have banner positions on its website to showcase its sponsors. In the period outside the Olympic Games, the presentation of sponsors is limited and is at a significantly lower intensity. Team GB also does not share much content directly from sponsors' social media and does not share purely commercial content from sponsors.

3.3.4 Summary

As part of the benchmarking, I have analyzed three different NOCs that have differently sized fan bases on their social media. However, these are three NOCs that are very strong globally and activate their sponsors on social media.

For these three NOCs one can find identical but also different elements. For example, the commonalities are that neither NOC shares or creates purely commercial content. All branded content is associated with Olympism and their Olympic team. Often, tailor made content is created and is identical to what service/product that sponsor is implementing. All three NOCs mark sponsorships according to social media rules. However, the intensity of sponsorship activation is primarily during the Olympic Games period, outside of this period sponsorship activation is limited.

The form of content is often different. Some NOCs work exclusively with content featuring Olympians, some do the opposite and often combine sponsorship content with universal graphics, animations or videos. Content is also created either mainly in feeds or conversely in stories. Content also varies by social media type.

All three NOCs are a great source of inspiration. Interestingly, all three use not only purely social media to activate sponsors, but also other variants of digital presence, such as podcast, mobile apps or dedicated fan websites. The use of multiple platforms allows for cross promotion and multiplication of reach.

4. Recommendation

In this chapter, I want to discuss the findings from the existing knowledge and the result of the research, based on which I will write recommendations for creating a strategy for the activation of sponsors on the COT social media. When we have a look on a definition of sponsorship by Meenaghan (1991), he defines it as an investment, in cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity. From the survey we can see that this is important for all COT sponsors, so that people associate these companies with supporting COT and the Olympic Movement and this brings them business advantage and commercial opportunities.

Yet each sponsor is different and each places a different priority on specific benefits or avenues of communication. Each sponsor communicates differently, uses primarily different social media and presents their sponsorship with the COT differently. Each sponsor is also involved in different projects implemented by the COC.

Therefore, it is not possible to prepare a unified strategy for the activation of sponsors on COT social media. Each sponsor must be approached individually. Nevertheless, there is one way that can be set up for all of them equally, and that is sharing the content created by the sponsors themselves. It is also necessary to take into account the facts that are important to Media House. Too much exposure of sponsor logos or too often commercial content can cause fan churn and negative reactions. Fans need to receive commercial content in a sensitive, non-violent and meaningful way so that they are able to accept it. A form of commercial content that explains how the activities of these sponsors are essential to the functioning and activities of the COC.

In previous years, Media House has set a minimum level of content to be placed on social media. Once third parties enter the process they want Media House to share their content. However, it is often the case that third parties do not meet that quality and it is then very difficult to find space for it.

The lack of content quality often extends to sponsor content. Therefore, I would take two paths in creating a strategy for activation of sponsors on the COT social media. The path of setting basic criteria for the sponsor content those sponsors will want to be shared on COT social media. And the second way is to create a tailor made content for each sponsor, a type of content, that they will be associated with and thus regularly featured on social media. This second way will help the COT marketing to be able to present their sponsors even when the sponsors themselves are not so active, i.e. in between the Olympic Games.

4.1 Sharing sponsor content on COT social media

In an interview with Tomas Houska, digital media manager of the COT, it is clear that Media House is open to sharing sponsor content on COT social media. However, the problem is the lack of quality of such content or purely commercial content. Sharing such content is against Media House's iterative rules and undermines the strategy outlined.

Setting rules for sponsor content that can be shared on COT social media is thus crucial. Rules should be created for the following areas:

- Content rules for each social media (each social channel targets a different audience; content must be tailored accordingly)
- Technical specifications for photos
- Technical specifications for videos
- Technical specifications for content type - feed, stories, reels, etc.
- Rules for captions
- Tagging sponsorships
- Use of composite logos in content

Tomas Houska also said that the commercial content that has the most success with fans is that which draws on the Olympic movement, stories and values. It's that content that tells the stories of Olympians or Olympic sport. As such, the Media House and the marketing department should be available to help sponsors develop their campaigns and help them with specific stories that fit their form of communication and the activities that sponsors are undertaking.

The basic solution to this problem is to put the above rules in writing and share the document with the sponsors. Discussing the document individually with each sponsor is the way to create sponsor content that not only will be suitable for sharing on COT social media, but also will be successful and will have a wide reach.

Another big problem that has existed up to this point with sponsor content is that sponsors were not used to share information about their campaigns with Media House. Media House often knew nothing about their content, did not know when it would be published or how the sponsor would request it be shared. Set rules and intensive communication between marketing department and sponsors should solve this too.

4.2 Tailored made sponsor content on COT social media

The results of the research among COT sponsors and the assumptions of Marketing department and Media House as described by Zoran Bartek and Tomáš Houska are crucial for this section. The research shows that each sponsor is different, has different communication strategies and has different expectations and goals for digital activation.

Thus, Marketing department and Media House should work together to review the research results and get a feel for what sponsors expect. Do this with the goal of creating a tailored content for each sponsor that is linked to the sponsor's activities or values. It is not necessary to create an entirely new content or form of content, but the sponsor can be assigned to an existing format as long as it meets the requirements and expectations.

I would recommend to follow these steps:

- Create an overview of the current content that Media House is creating - not just an overview, but more detailed information such as the background, why the content is being created, how often it is being created, what social media it is being posted on, who it is targeting, what its performance on social media is so far and what the plans are for the content.

- Specify all channels that can be used for digital activation
    - Social media – Facebook, Instagram, Youtube, Twitter, TikTok, LinkedIn
    - Website with banner system
    - Mobile application
    - Podcast

- Prepare rules for sponsor content and its branding. It is important to mention again that COT does not own the marketing rights of the athletes. So there must be clear rules for branding content where the sponsor does not have personality rights with the athletes and for content where they do.
- Specify criteria by which to evaluate the success of sponsored content. They are such as:
    - Reach
    - Engagement rate - number of comments, likes or shares
    - Conversion rate
    - Click-through rate

I would suggest tailor-made content for individual sponsors as follows:

1) **General sponsors**

Toyota – car manufacturer

- Content based on product (car) presentation
- Sensitive, non-dominant presentation in the form of a logo
- Lifestyle content
- A certain level of interaction with fans, possibly call to action
- Use of its content, which is created very regularly and of high quality
- Mobility and sustainability issues
- Toyota works with some strong ambassadors – tailored made content should be created primarily with them

Sazka – lottery company

- Entertainment content as Sazka presents itself as a World full of fun
- Interactive for fans
- Contain a call to action
- Regular
- Presentation of sponsorship and Sazka's activities in COC projects
- With distinctive branding
- The presentation is not linked to the presentation of the company's product
- Quizzes, guessing games, competitions

ČEZ – energy producer

- Promotion of its product – charity mobile sport application – user help others through own sport activities
- Telling sport stories with motivation to do sport and use this app
- Series about the energy of movement with athletes
- Irregular depending on the presentation of sports activities that are also part of the app
- Tracking app download rates and usage
- Trying to engage Olympians to motivate people to use the app

FOSFA - food mixtures manufacturer

- The only sponsor whose brand is not one of the strongest in the market and don't have any B2C product
- A company built on honoring the values of fair play and other values that are the same as the Olympic values

- Creating a series of articles and graphic/video content on stories inspired by Olympic values
- Creating a series of articles and graphic/video content Fair play
- System of banner in these stories

2) **Official sponsors**

Pilsner Urquell – brewery

- Beer is connected with celebration of Olympic success
- Pilsner Urquell is a proud original and traditional Czech beer
- Connection with top moments of Czech Olympic sport
- Connection of PU with the celebration of Olympic successes
- Product presentation together with its logo
- Interactive content that requires a call to action
- Irregular activation – during Olympic games and COT projects, anniversary of special moments in Czech sport history, actual top moments, etc.

T-Mobile – mobile services

- Brand awareness and a connection to the Olympic values
- Connection with COT podcast
- Using T-Mobile technologies to produce the podcast together with video content form each episode
- Decent branding that must not give the impression that this is a T-Mobile podcast, but that it is a COT podcast powered by T-Mobile
- Possibility to use T-Mobile experience center to create the podcasts
- Podcast as a part of mobile application

Alpine Pro - apparel manufacturer

- The easiest and most natural presentation - through products on Olympic athletes at all official COT events
- Special campaigns to promote the Olympic collections
- Can be supported by PPC (pay-per-click) advertising
- Irregular presentation by event
- Alpine Pro shop included on social media, web and mobile app

CPI Property Group – property owner

- This company is well known in the market, but does not have a B2C product and therefore its main concern is the intense exposure of the logo
- It is proposed to combine this sponsor with a mobile application that would fulfill this expectation
- Branded splash screen and logo placement in the application header
- This sponsor also provides facilities for the implementation of COC projects - to connect their presentation just through the mobile app

3) General media a Media sponsors

Česká televize and Český rozhlas – television and radio broadcasters

- These sponsors create the largest amount of Olympic content
- I would base these sponsors' presentations on sharing their own content
- Creative processing of their projects - special Olympic broadcasts, Olympic podcasts, interviews, video series, etc.
- A much more intensive presentation during the Olympic Games and other COC events
- Creation of special graphics/videos with invitations to watch/listen to sports along with exposure of their logo

BigBoard - outdoor advertising operator

- One of the few sponsors that sees the benefits of digital communication to attract clients
- Enhanced communication on LinkedIn
- Content that will be associated with Olympic values, company values with strong logo exposure
- Content should create B2B opportunities

4.3 Action plan

Having identified two pathways within the COT's social media sponsor activation strategy, in this section I propose a specific action plan with steps that the COT should take to implement and execute the strategy. I present the steps for both pathways with specific points in the timelines. The action plan shows what steps need to be accomplished, especially in the marketing department and the Media House, the two most important departments that underpin strategy development. Within six months, the strategy should be ready and prepared for implementation.

Priority	Recommendation	Action	Lead	Resources	Timescales	Critical success factors
1	Establishing requirements for quality and formats of content suitable for sharing on COT social media	Select points from the COT's own social media strategy that are essential for sponsors and their own content creation. This relates to quality criteria, forms and types of content, and individual social channels	Digital media manager	Media House employees working hours	September 2022	Finding a compromise between our own demanding rules and what we can ask of our sponsors
2	Written rules for sponsor content suitable for sharing on COT social media	Write all the rules into one document that can be shared with sponsors	Digital media manager	Media House and marketing department employees working hours	September 2022	Absolutely clear instructions and simple explanations, great examples
3	Individual explanation of the rules to each sponsor	Meetings with individual sponsors to discuss the content rules, explaining that adherence to these rules will lead to seamless sharing of sponsor content on COT social media	Marketing director	Marketing department employees working hours	October 2022	Clearly conducted meetings explaining why these rules are important and how sponsors can benefit
1	Detailed analysis of survey results for individual sponsors	Find the motivation, requirements and expectations of individual sponsors	Digital media manager and Marketing manager	Digital media manager and Marketing manager working hours	September 2022	Complex analysis of very different results and sponsor requirements
2	Analysis of existed content on COT social media suitable for connecting with sponsors	Create an overview of the content that COT creates that can be used to sponsors activation	Digital media manager	Media House employees working hours	September 2022	An overview of all existing formats with a breakdown of the target audience by social channels

3	Analysis of the activities of sponsors; the values they profess, the business areas they implement	Build an individual profile of each sponsor, which can then be used to select tailored content	Marketing managers	Marketing managers working hours	September 2022	Cooperation on this task with individual sponsors, a wide range of areas to be identified
4	Identifying themes, Olympic values, stories, content formats that individual sponsors could connect with based on analysis	Create a list of topics that would be suitable for sponsors based on their profile	Digital media manager and Marketing manager	Digital media manager and Marketing manager working hours	October 2022	A wide range of topics related to the Olympic Movement that can be used to connect with sponsors
5	Connection of individual sponsors with already implemented content	Based on the analysis and identification of themes, match sponsors to individual forms of content that are already implemented on COT social media	Digital media manager and Marketing manager	Digital media manager and Marketing manager working hours	October 2022	Consideration of all aspects and analysis results to find the ideal combination
5	New content formats for sponsors where existing content doesn't fit	Designing new formats that can be implemented in Media House's long-term strategy and are suitable for the remaining sponsors	Digital media manager and Marketing manager	Digital media manager and Marketing manager working hours Costs of external graphic and video artists	November 2022	Personnel and financial costs for the implementation of new formats
6	Budget settings	Allocating money from the marketing department budget to this form of sponsor activation	Marketing director	Marketing director working hours Allocated budget	November 2022	Setting and structure of the budget for this activation, responsibilities, forms of spending
7	Sponsor presentation format	Setting up forms of branding or other forms of sponsor presentation in given formats. The options will depend on the set budget	Digital media manager	Media House employees working hours Costs of external graphic and video artists	November 2022	Personnel and financial costs for the implementation of presentation and branding formats

7	Regularity of content	Setting the regularity of content and the individual social media on which it will be posted. The options will depend on the set budget	Digital media manager and Marketing manager	Digital media manager and Marketing manager working hours	December 2022	The demands of fulfilling sponsorship content clearance in a sports environment, where it is impossible to plan for potential sporting successes that are central to Media House
8	Approval from sponsors	Discussing the setup in detail with sponsors and securing sponsor approval so that the strategy can be implemented	Marketing director	Marketing managers working hours	December 2022	Have a clear agreement with sponsors to clear sponsor content
9	Measuring sponsor activation performance	Setting metrics that can be used to set targets for the presentation of sponsors on our social media in a way that suits marketing and takes into account individual sponsor requirements (e.g. Share, engagement rates, comment or share counts)	Digital media manager	Media House employees working hours	December 2022	Clearly defined numbers for each form of measurement for each sponsor and a system for evaluating them
10	Responsibilities	Identification of persons responsible for the subsequent implementation of the strategy	Digital media manager and Marketing director	Digital media manager and Marketing director working hours	December 2022	Clearly defined roles and responsibilities throughout this activation process
11	Sponsor activation monitoring	Setting up sponsor activation monitoring and evaluation	Digital media manager and Marketing manager	Digital media manager and Marketing manager working hours	December 2022	Dedicated person to monitor the implementation of this activation, documentation system for sponsors

12	Strategy implementation	After completing all previous tasks, finally implement the set strategy	Digital media manager and Marketing manager	Digital media manager and Marketing manager working hours	January 2023	Correct and timely implementation, good cooperation between Media House and Marketing department
13	Reviewing the strategy	After the trial period, analysis of the success and failures of the strategy and setting up improvements	Digital media manager and Marketing manager	Digital media manager and Marketing manager working hours	September 2023	Analysis of the achievement of strategy objectives, set metrics and sponsor satisfaction. Intensive communication with sponsors required.

5. Conclusion

This project formulates recommendations to the COC to develop a strategy for activating sponsors on the COT social media. The project demonstrates the importance of social media in the marketing mix of sponsors and at the same time the importance of sponsor activation on the COT own social media. Interviews with representatives of the COC present high demands on the quality and form of content that is published on the COT social media and is also required from third parties, including the COT sponsors.

The research among all COT sponsors provided both insight into the social media position of individual sponsors and the requirements and expectations of individual sponsors for their activation on the COT social media. Thus, we can see the different approach of each sponsor and therefore the need to address activation very individually.

The benchmarking of three national Olympic committees, namely Canada, Germany and Great Britain, analyses the best practice of these committees. All three NOCs have similar types of sponsors, have similar social media and fan structures as COT has and the analysis of their social media presents a wide range of opportunities to activate sponsors on social media.

As a result of the analysis of the collected data, recommendations are made to develop a strategy for sponsor activation on social media that follows two paths. First one is setting rules and requirements for the quality of content for sponsors and their own content so that it can be easily shared on COT social media. The second way is to create tailor-made content for sponsors, based on their requirements and expectations, based on what values they want to be associated with, what form of content they expect and what this presentation should bring to them. This journey is very individual and must be addressed separately for each sponsor.

The implementation of this strategy will enable sponsors to be activated on the COT social media channels on a long-term basis, throughout the year, regardless of whether or not the Olympic Games are taking place in a given year. This will fulfill the 2016 decision and fully replace the original social media presence with media sponsors. Through the creation and publication of sponsor content, Olympic and sport content will reach a wider audience and spread beyond the reach of sponsors' social media, or conversely the COT social media, bringing greater reach to both parties.

The world of social media is evolving very fast, with new trends, changing priorities, presentation and activation options. Therefore, I see it as important to review the collected data and the resulting strategy on a semi-annual - annual basis. Even sponsors' expectations

and goals can change very quickly over time. The COC marketing department should include this agenda in their regular meetings and discussions with sponsors. At the same time, Media House needs to know how social media change over time and be able to offer sponsors a new form of activation if necessary.

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List of Abbreviations

- COT Czech Olympic Team
- COC Czech Olympic Committee
- NOC National Olympic Committee
- IOC International Olympic Committee
- TOP The Olympic Program

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Appendices

Appendix 1: Interview: Tomáš Houska

Tomáš Houska is the digital media manager of the Czech Olympic Team. The man who founded Media House, who manages all social media and sets their strategies. He is a vice chair at the Digital and Technology Commission of the European Olympic Committees.

Can you briefly describe what social media the Czech Olympic Team uses and how the content differs?

The Czech Olympic Team is on all social media that are relevant in the Czech environment. We use Facebook, Instagram, YouTube, Twitter, and LinkedIn and before the Olympic Games in Tokyo, we created an account on TikTok. As far as content is concerned, we post mostly the same content on all social media. However, there are preferred formats on each channel. For example, on Facebook or YouTube it is the video content, Instagram is more about static content. Twitter is news and LinkedIn is an image media. On Twitter and LinkedIn, we mostly write, so copy is important there. Content can vary slightly depending on the target audience we have on each social media. TikTok requires the coolest content.

Does the content on each social media also vary according to the target groups on each media?

The target groups on each media vary, but not significantly, the general setup is plus or minus the same. On Instagram or LinkedIn there is a younger target group (-35 years old), they are more image media for creating brand awareness. On Facebook, we know we have more women in a 60:40 ratio. That is already quite a significant difference. Therefore, we know what topics will be more successful, but we do not want to differentiate posts by gender. On Facebook and Twitter, we report more news.

On each social media, we can see exactly what kind of fans we have there. If we want to grow, we need to service those groups that are not as much among the fans. If we do not want/do not need to grow, we cater to the ones we have on the media and know exactly who they are. For us, we try to cater to everyone; we communicate the sport across the society.

How often do you share content from COT sponsors? What are the criteria for whether or not you share this type of content?

Before we share sponsor content, we need to ask the question - why share it? What is it going to bring to the sponsor or to us? Such sharing should multiply the reach of the sponsor's message. It is important for us that such a post is successful, interesting, high quality and

relevant. If it is not, it reduces the reach not only of that particular post, but also of others, which is something that is a problem for us and something we definitely want to avoid. Sponsors also need to think ahead about the content of the post.

If the sponsor content is not relevant to the sport, not of sufficient quality, not meeting the quality requirements that we have, we have to decide whether we are going to share it. Sponsors also often do not inform us in advance of their intent, timing, or content. Sometimes the messages are for a different target group than ours on our social media.

In addition, there is a new collaborative posting feature on Facebook and Instagram. Here, if the content is relevant, the fan will not know the difference and scheduling such a collaboration can have a greater effect than if both parties share it separately.

How do fans on COT's social media react to sponsor content? Alternatively, what is the threshold where they start to perceive this content negatively and can result in a loss of fans?

We do not, by our policy, share purely commercial posts from sponsors. So far, we have not had any significant negative reactions to sponsor or branded content so far. If there is, it is the bare minimum. To put it in context, if we are communicating any political topics, there are quite a few negative reactions.

However, if the affiliate content is irrelevant, fans will keep it hidden - such content needs to be repeated in order to get such a reaction. If it is a random presentation, fans are more likely to pass it over. The relevance of the content is crucial, after the Olympics some of our fans leave because the content is then no longer relevant to them and they are not as interested in long-term communication.

What should the sponsor content look like so that it is not a problem to share it on COT's social media and fans receive it positively?

Such content should meet the quality criteria we have set for our social media, both for video and static content. Once the content is sports related, there is no problem sharing such content and fans generally have no problem accepting it.

It is definitely good when sponsors have discussed the content with us in advance, consulted with us. When we know about the content and timing in advance, we can prepare for it sufficiently and it then brings a higher reach of the posts.

What forms of sposor branding do you use most often on social media?

We use elements that are also typical for TV advertising, such as sponsor messages or injections. We also create special branded graphics, static or moving jingles. We always tag sponsorships according to social media rules.

Are there any key performance indicators that can be set when presenting sponsors on COT social media?

There are a number of metrics that can be used to set targets for the presentation of sponsors on our social media. We can track the reach of individual posts and set a goal that we want to achieve within a given timeframe. It is possible to set the number of posts for a certain period. Guaranteed reach we are able to possibly top up with paid advertising of posts.

We can also address engagement rates such as comment counts, likes, and shares. Reaching goals in this area is also good for our social media, as it spreads our content to a wider audience than our own.

If we were to create tailored made content for sponsors, what is important to Media House?

The best way is to offer sponsors the content we want to create and to associate the sponsor with that content as a video series/rubric sponsor. The content we associate with a particular sponsor should be related to the sponsors' activities or products. For example, if we plan to make a video series about running, it is suggested to associate it with a sponsor who has a running app. It is logical, it has benefit and the fan can easily identify with it. The content we want to brand should be one that we know will interest fans and have a big reach. Alternatively, we can pair the content with sponsor’s product/service that fits the sport and fans might be interested in.

Does Media House have the capacity to handle sponsor activation in-house?

Generally, four people handle the COT social media. In the case of continuous presentation of sponsors, this setup is sufficient. If there is a requirement for a larger campaign that has to be concentrated in a certain period, we need to have a person to take care of the whole process. Such an activation needs to be planned in advance to ensure we have the people to create the campaign and here we are already growing in both staffing and financial needs. The financial side of things in this case is up to the COT marketing.

Appendix 2: Interview: Zoran Bartek

Zoran Bartek is the Marketing Director of the Czech Olympic Committee

From a marketing perspective, how important is the presentation of sponsors on COT social media?

We see the COT social media as a full-fledged part of the media mix that we offer to sponsors and where we present them. This allows them to use our broad fan base to present themselves. There is only one COT sponsor that has stronger social media than ours. Therefore, our social media are a great opportunity for all sponsors. However, it is also in our interest to present sponsors and create awareness and strengthen the sponsorship.

Has marketing perceived an increased demand from sponsors in recent years specifically for a presence on COT social media?

Definitely yes, the biggest demands came at a time when the global pandemic covid-19 started and most events were cancelled or moved. Alternatively, the event formats changed and went digital. This significantly reduced the opportunities for sponsor activation and the digital space remained almost the only way to present them. At that point, we did not quite know how to implement this presentation. Therefore, we agreed across the organization that we needed to address this topic more intensively and develop a strategy and rules for the presentation of sponsors on COT social media.

For marketing, is it more important to work with content that sponsors create themselves or to create tailored content for them?

Working with content created by sponsors, may seem easier at first glance. It is content that sponsors created and we "only" share it. However, often this content is not of sufficient quality or does not sufficiently connect to the activities we implement together with sponsors.

Not all sponsors create relevant social content and we have sponsors in our sponsor pool who do not have a B2C product, and for them it is even more difficult. However, it is important for marketing that all sponsors get a space on social media, so we see a route through creating bespoke content that then speaks our communication style and has a significantly higher reach.

This needs to be approached individually, each sponsor has different expectations, different goals within their own communications. The aim of marketing is to present sponsors as sponsors of the COT and thus raise awareness of who supports the COT, who helps to create

the best possible conditions for Olympic athletes or, on the contrary, who supports children's sport and their journey towards health lifestyle.

What are the marketing objectives for creating a strategy to present sponsors on COT social media?

The goal is to ensure a year-round presentation of sponsors on social media. If sponsors create their own content, they primarily implement it around the Olympic Games. However, marketing needs sponsors to be visible year-round. Firstly, we are contractually obliged to ensure that sponsors are present all year round, but it is also in our interest to do so - it strengthens relationships and informs about joint activities. Most of the sponsorss are also involved in projects organized by the Czech Olympic Committee, and we can thus link the communication of the projects with the sponsors.

What criteria should this tailored content meet?

Individual sponsorships with the COT are based on specific visions and pillars of cooperation. With each sponsor, we are linked to certain values that our organizations express and on which they operate. From these pillars and values, we have a certain "motto" with each sponsor that clearly and succinctly captures the essence of the sponsorship. To give you an example, consider Toyota, the car manufacturer, the motto is: "We are the driving force behind Olympic ideas"; or Pilsner Urquell, the brewery: "We have been celebrating Olympic stories for 20 years". Moreover, the content with which we should associate a given sponsor should correspond in value with the essence of the cooperation. For example - Toyota could be associated with mobility and sustainability, movement; Pilsner Urquell with the top moments of the COT not only at the Olympic Games. We do not want to go down the route of just mindlessly placing sponsor logos. We do not see the overlap there. Therefore, we need to look for content and its form that corresponds to the nature of the sponsorship and the nature of the sponsor's activities.

Is it realistic to allocate staff and financial resources to ensure this presentation of sponsors?

This agenda should be assigned to one member of the marketing team who would take care of it, addressing it with both the sponsors and Media House. We have also earmarked finances that we would put into this form of sponsor activation.

Appendix 3: Complete survey results on the "Social media of the COT sponsors"

	1) Rank the different advertising channels according to the percentage of use you make of them to communicate your brand. *(Change the order of items according to your preferences: 1st - most used, last - least used)*	**2) Which social media do you use to communicate your brand/product/service?**	**3) Rank your social media in order of importance for your communication.** *(Change the order of items according to your preferences: 1st - most important, last - least important)*	**4) What are the goals for your brand communication on social media? If you have some KPI's, can you please specify?**	**5) How often do you communicate the sponsorship with the COT on your social media?**
TOYOTA	1. Online advertising 2. TV 3. Radio 4. Social media 5. Print advertising 6. Outdoor advertising	Facebook Instagram Youtube LinkedIn	1. Youtube 2. Instagram 3. Facebook 4. linkedIn	Maximizing engagement + user interaction with content (IG, FB)	Irregularly – depending on the situation and whether there are ongoing projects in which we are activated
SAZKA	1. TV 2. Social media 3. Radio 4. Online advertising 5. Outdoor advertising 6. Print advertising	Facebook Instagram Youtube LinkedIn	1. Facebook 2. Instagram 3. LinkedIn 4. Youtube	To raise awareness that Sazka supports the COT	Regularly – 1 – 2 times a month
ČEZ	1. Print advertising 2. Online advertising 3. TV 4. Outdoor advertising 5. Radio 6. Social media	Facebook Instagram Youtube LinkedIn Twitter	1. Facebook 2. Twitter 3. LinkedIn 4. Instagram 5. Youtube	Positive branding, education, recruitment	Only during the Olympic Games
FOSFA	1. Print advertising 2. Online advertising 3. Outdoor advertising 4. TV 5. Radio 6. Social media	LinkedIn Youtube	1. LinkedIn 2. Youtube	It is another channel for us for PR activities	Only during the Olympic Games
PILSNER URQUELL	1. TV 2. Social media 3. Radio 4. Print advertising 5. Outdoor advertising 6. Online advertising	Facebook Instagram Youtube LinkedIn	1. Facebook 2. Instagram 3. Youtube 4. LinkedIn	Commitment, salience, relevance	Only during the Olympic Games
T-MOBILE	1. TV 2. Online advertising 3. Social media 4. Outdoor advertising 5. Print advertising 6. Radio	Facebook Instagram Youtube LinkedIn Twitter	1. Twitter 2. Facebook 3. LinkedIn 4. Instagram 5. Youtube	It depends on the purpose of the campaign - if it's building awareness, we mainly look at reach, if it's sales, for example, we look at conversion	Irregularly – depending on the situation and whether there are ongoing projects in which we are activated

ALPINE PRO	1. Online advertising 2. Social media 3. Radio 4. TV 5. Outdoor advertising 6. Print advertising	Facebook Instagram Youtube LinkedIn Twitter	1. Facebook 2. Instagram 3. Youtube 4. Twitter 5. LinkedIn	Campaign reach, hit rate, interaction rate, conversion	Irregularly – depending on the situation and whether there are ongoing projects in which we are activated
CPI PROPERTY GROUP	1. Print advertising 2. Online advertising 3. Social media 4. Outdoor advertising 5. Other 6. Radio 7. TV	LinkedIn Twitter Instagram	1. LinkedIn 2. Twitter 3. Instagram	We don't have KPIs	Irregularly – depending on the situation and whether there are ongoing projects in which we are activated
ČESKÁ TELEVIZE	1. TV 2. Social media 3. Online advertising 4. Radio 5. Print advertising 6.Outdoor advertising	Facebook Instagram Youtube Twitter	1. Facebook 2. Instagram 3. Twitter 4. Youtube 5. LinkedIn	Information, broadcasts promotion	Regularly – several times per year
ČESKÝ ROZHLAS	1. Radio 2. Print advertising 3. Outdoor advertising 4. TV 5. Social media 6. Online advertising	Facebook Instagram Youtube Twitter LinkedIn	1. Facebook 2. Youtube 3. Instagram 4. Twitter 5. LinkedIn	Mostly image campaign, promotion of individual programs and events	Irregularly – depending on the situation and whether there are ongoing projects in which we are activated
BIGBOARD	1. Online advertising 2. Outdoor advertising 3. Social media 4. TV 5. Radio 6.Print advertising	Facebook Instagram Youtube LinkedIn	1. LinekdIn 2. Facebook 3. Instagram 4. Youtube	Reaching out to customers	Irregularly – depending on the situation and whether there are ongoing projects in which we are activated

Appendix 4: Complete survey results on the "Sponsor presentation on the COT social media"

1) Rank following criteria for the presentation of the sponsorship on the COT social media in order of importance for your communication.

(Change the order of items according to your preferences: 1st - most important, last - least important)

TOYOTA	1. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 2. Brand connection with specific athletes 3. Storytelling 4. Brand connection with Olympic values 5. Presentation of brand values 6. Length and strong brand/logo exposure
SAZKA	1. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 2. Storytelling 3. Brand connection with Olympic values 4. Presentation of brand values 5. Brand connection with specific athletes 6. Length and strong brand/logo exposure

ČEZ	1. Presentation of brand values 2. Storytelling 3. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 4. Length and strong brand/logo exposure 5. Brand connection with specific athletes 6. Brand connection with Olympic values
FOSFA	1. Presentation of brand values 2. Brand connection with Olympic values 3. Length and strong brand/logo exposure 4. Brand connection with specific athletes 5. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 6. Storytelling
PILSNER URQUELL	1. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 2. Brand connection with specific athletes 3. Storytelling 4. Brand connection with Olympic values 5. Length and strong brand/logo exposure 6. Presentation of brand values
T-MOBILE	1. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 2. Brand connection with Olympic values 3. Presentation of brand values 4. Brand connection with specific athletes 5. Length and strong brand/logo exposure 6. Storytelling
ALPINE PRO	1. Length and strong brand/logo exposure 2. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 3. Brand connection with specific athletes 4. Brand connection with Olympic values 5. Presentation of brand values 6. Storytelling
CPI PROPERTY GROUP	1. Length and strong brand/logo exposure 2. Presentation of brand values 3. Brand connection with Olympic values 4. Brand connection with specific athletes 5. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 6. Storytelling
ČESKÁ TELEVIZE	1. Length and strong brand/logo exposure 2. Presentation of brand values 3. Brand connection with Olympic values 4. Brand connection with specific athletes 5. Storytelling 6. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.)
ČESKÝ ROZHLAS	1. Brand connection with specific athletes 2. Brand connection with Olympic values 3. Presentation of brand values 4. Storytelling 5. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 6. Length and strong brand/logo exposure

BIGBOARD	1. Length and strong brand/logo exposure 2. Brand connection with Olympic values 3. Presentation of brand values 4. Brand connection with specific athletes 5. Presenting your brand in connection with sports stories that identify with your company's activities (e.g. automotive sponsor in connection with mobility, lottery sponsor in connection with entertainment, etc.) 6. Storytelling

2) How important is the presentation of your brand/logo on the COT social media for you?

Unimportant	Not so important	Neutral	Important	Essential
		TOYOTA ČEZ FOSFA	PILSNER URQUELL T-MOBILE CPI PROPERTY GROUP ČESKÁ TELEVIZE ČESKÝ ROZHLAS BIGBOARD	SAZKA ALPINE PRO

3) How important is the presentation of your product/service on the COT social media to you?

Unimportant	Not so important	Neutral	Important	Essential
SAZKA	T-MOBILE		FOSFA CPI PROPERTY GROUP ČESKÝ ROZHLAS BIGBOARD	TOYOTA ČEZ PILSNER URQUELL ALPINE PRO ČESKÁ TELEVIZE

4) How important is brand image building on the COT social media to you?

Unimportant	Not so important	Neutral	Important	Essential
	FOSFA		PILSNER URQUELL CPI PROPERTY GROUP ČESKÁ TELEVIZE ČESKÝ ROZHLAS BIGBOARD	TOYOTA SAZKA ČEZ T-MOBILE ALPINE PRO

5) How important is building brand awareness as a COT sponsor on the COT social media to you?

Unimportant	Not so important	Neutral	Important	Essential
	ČESKÁ TELEVIZE	ČEZ FOSFA	TOYOTA PILSNER URQUELL CPI PROPERTY GROUP ČESKÝ ROZHLAS	SAZKA T-MOBILE ALPINE PRO BIGBOARD

6) How important is the fans engagement/call to action during your presentation on the COT social media to you?

Unimportant	Not so important	Neutral	Important	Essential
	ČEZ	FOSFA CPI PROPERTY GROUP ČESKÁ TELEVIZE BIGBOARD	ALPINE PRO	TOYOTA SAZKA PILSNER URQUELL T-MOBILE ČESKÝ ROZHLAS

	7) Do you prefer to be presented on COT social media on regular basis or irregularly depending to the situation and activities?	**8) Choose three most important expectations from the presentation on COT social media to you.** *(1st - most important, last - least important)*
TOYOTA	Irregularly	1. Strengthen positive perception of the company through CSR activity with the COT 2. Increase interest in the brand 3. Increase brand awareness on Czech market
SAZKA	Regularly	1. Business advantage over competitors 2. Strengthen positive perception of the company through CSR activity with the COT 3. Strengthening brand awareness as a COT sponsor
ČEZ	Irregularly	1. Strengthen positive perception of the company through CSR activity with the COT 2. Increase interest in the brand 3. Increase brand awareness on Czech market
FOSFA	Irregularly	1. Strengthen positive perception of the company through CSR activity with the COT 2. Strengthening brand awareness as a COT sponsor 3. Presentation of company activities
PILSNER URQUELL	Irregularly	1. Strengthen positive perception of the company through CSR activity with the COT 2. Presentation of company activities 3. Increase sales of your product or services
T-MOBILE	Irregularly	1. Strengthening brand awareness as a COT sponsor 2. Presentation of company activities 3. Increase interest in the brand
ALPINE PRO	Regularly	1. Strengthening brand awareness as a COT sponsor 2. Increase interest in the brand 3. Increase sales of your product or services
CPI PROPERTY GROUP	Regularly	1. Presentation of company activities 2. Business opportunities 3. Increase brand awareness on Czech market
ČESKÁ TELEVIZE	Irregularly	1. Business advantage over competitors 2. Presentation of company activities 3. Increase brand awareness on Czech market
ČESKÝ ROZHLAS	Irregularly	1. Increase brand awareness on Czech market 2. Presentation of company activities 3. Increase interest in the brand
BIGBOARD	Regularly	1. Strengthen positive perception of the company through CSR activity with the COT 2. Business opportunities 3. Increase interest in the brand