

Fostering youth sport: motivation and perceived event image at the children and youth olympics

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ABSTRACT

Objectives: This study examines how a national multi-sport youth event, the Czech Children and Youth Olympics (CYOG), influences athletes' motivation to continue sport participation beyond the recreational level and how participants and non-participants perceive the event's image.

Methods: A questionnaire survey was used for the research. Two respondent groups were surveyed using questionnaires based on established sport-motivation and event-image scales. The first sample included former CYOG participants (n = 567; 2005–2019), while the second consisted of athletes from three sport federations who had not participated in the CYOG (n = 234).

Results: Participants rated intrinsic motivators, such as fun, unique experience, and social aspects, higher than achievement-oriented motives. Both groups evaluated the event image positively, although participants expressed significantly higher ratings across all dimensions. The CYOG appears to reinforce youth motivation for further sport involvement and generates a strong positive event image. These insights may guide organisers and policy makers in designing youth-oriented sport events.

KEYWORDS

youth sport; motivation; event image; sport participation; sport event management

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INTRODUCTION

Sport event management is now a distinctly separate part of sport management. How to organise a sporting event to make it attractive to the interested public is a matter of its management. It is a topic related to for-profit (Kunz, 2020), but also to non-profit

organisations (Taylor & Shanka, 2008; Nowy et al., 2015). Of course, it depends on whether the sporting event is local, regional, national or transnational. There are, of course, other criteria for the typology of sporting events. These can be the number of participants, geographical reach, frequency of repetition but also typologies by interest groups (Gammon, 2012; Parent & Chappelet, 2015).

In the field of sport event management, there are many approaches to managing a sporting event and what steps to implement. Authors (Da Silva & Las Casas, 2020; Masterman, 2014; Masteralexis et al., 2015; Parent & Chappelet, 2015; Da Silva & Las Casas, 2020; Parent & Rutsch, 2020; Rutherford Silvers & O'Toole, 2020; Čáslavová, 2020; Greenwell et al., 2024) elaborate the planning of a sporting event, its organisation and coordination, implementation, marketing of the sporting event, as well as its evaluation and implementation.

Although motivation and event-image research in sport is well established internationally, studies focusing on national-scale youth multi-sport events in Central and Eastern Europe remain limited. Little is known about how such events influence long-term sport involvement or how young athletes perceive their image. The Czech Children and Youth Olympics (CYOG), a major national event with significant symbolic value, offers a unique context for examining these questions.

We present the support of children and youth sport through sporting events using the example of a sporting event organised by the Czech Olympic Committee called the Children and Youth Olympics (CYOG), always in cooperation with one of the regions of the Czech Republic. This sporting event has been held since 2003, with a break during the COVID-19 pandemic. The aim of this event is to build youth sport, to combine high sporting performance with entertainment and to offer an Olympic atmosphere for sports fans from the Czech Republic (ČOV, 2023). An integral part of the event is also the return of children to exercise and a healthy lifestyle (Schulenkorf & Siefken, 2019), which is currently a globally discussed topic. After a period of pandemic that challenged the organisation of sporting events (Manoli et al., 2022), the event under study also has a new goal: the return of children to sport across the country.

Motivation

The first part of the research is devoted to an investigation of motivational factors for sporting action; therefore it is desirable to address the definition of this concept with regard to sport and sporting action. Motivation is an integral part of any sporting event and can be viewed from many perspectives (Aicher et al., 2017; Singh & Pathak, 2017; Kim, 2018). Motivation generally reflects the reasons behind human behaviour and actions. According to Výrost & Slaměník (2008), we develop dispositions to incorporate long-term values into our behaviour and our lives. They divide motivational dispositions into two types:

- innate – this includes primary biological needs,
- acquired – which includes secondary (social) needs, interests, value orientations and attitudes.

Motivation serves as the fundamental psychological engine driving human behaviour and goal-oriented actions. In the context of large-scale sporting events, this phenomenon must be viewed as a multidimensional construct influencing both im-

mediate participation and long-term engagement. While general motivational dispositions can be categorized into innate biological needs and acquired social attitudes, the sporting environment necessitates a more specialized framework where these dispositions manifest as specific sport-related values. For the Children and Youth Olympics (CYOG), understanding this motivational structure is critical, as the event targets a developmental stage where innate needs for movement intersect with acquired social needs for recognition and status. Blažej's (2019) motivational structure provides a useful framework for understanding youth sport motivation, distinguishing primary (e.g., need for movement, playfulness) and secondary needs (e.g., recognition, achievement). Blažej (2019) presents the motivational structure as shown in Figure 1.

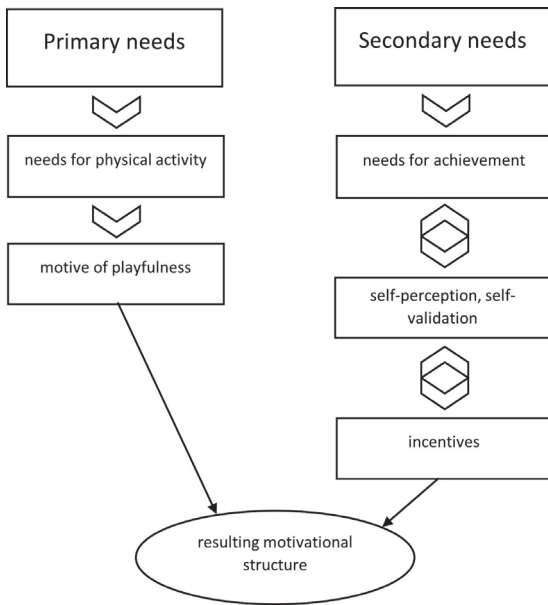


Figure 1 Basic motivational structure in sport

Source: Blažej (2019)

Motivation in a sporting environment is determined by motivators that drive people to move and train regularly and are the cause of high sporting performance and the basis of competition (Jansa, 2018). To operationalize these motivational drives, Blažej's (2019) framework provides a bridge between psychological needs and sport-specific outcomes, distinguishing between primary needs (e.g., playfulness, movement) and secondary needs (e.g., achievement, self-validation). This study utilizes this hierarchy to examine how the CYOG environment activates these specific drives. These internal structures are further conditioned by extrinsic incentives, which Jansa (2018) classifies into sensory, economic, and social categories. The incentive can be broken down as follows (Jansa, 2018):

- Sensory – this includes stimuli associated with the first contact with a particular sport, perception of the atmosphere, the creation of positive or negative experiences, the establishment of interpersonal relationships, the tradition of the sport and the facilities of the sports environment.
- Economic – these incentives include financial rewards, the level of food and accommodation, the quality of sporting goods, tools and equipment.
- Curiosity – which includes attending matches and competitions, and the opportunity to travel in connection with sport.
- Affiliation – the author includes here the creation and maintenance of new relationships.
- Independence, respect and recognition – gaining respect and recognition, e.g. through performance awards in sports news.

Performance motivation is important for gaining sporting success, and alongside training it reinforces the drive to achieve peak sporting performance. Tod et al. (2012) state that performance motivation is built on the premise that people are generally motivated by achieving success, improving performance, mastering tasks, and adequately managing desirable behaviours.

The motivation of children and young people in sport is based on their own internal dispositions and is conditioned mainly by the primary need for exercise (Spray et al., 2006). On the other hand, there is also external motivation from parents through rewards and punishments (Jansa, 2018). If we want children to achieve long-term sporting success, we need to develop their intrinsic motivation. The respondents in the research conducted are assumed, due to their selection, to see sport as part of their lives and display both intrinsic and extrinsic motivation.

Table 1 Motivational aspects for participating in a sporting event

Motivational aspects	M	SD
Challenge yourself	5.75	1.64
Have fun	5.65	1.46
Get fit	5.18	1.77
Improve your performance	4.94	1.82
Prove to myself that I'm up to it	4.85	2.17
Raise money for charity	4.84	1.91
Improve the quality of your time	4.24	2.20
Be with your family/friends	4.10	2.01
To show others that I can do it	3.20	2.13
Meet new people	3.06	1.90
Win prizes	2.03	1.65

Note: 1 – strongly disagree, 7 – strongly agree

Source: Taylor & Shanka (2008)

The design of this research in the area of motivation to participate in sports events is inspired by the study 'Cause for event: not-for-profit marketing through participant sports events' by Taylor & Shanka (2008). The aim of this study was to determine the motivation for participating in a sporting event, overall satisfaction with the event and athletes' intention to participate in the future. A breakdown of the motivational aspects for participation in a sporting event along with the results according to the authors' study is presented in Table 1. The authors then categorise the aforementioned motivational statements into four groups: achievement, enthusiasm, status and socialisation.

The second study of participant motivation for sporting events is the research 'Participation Motives of Special Olympics Athletes' (Shapiro, 2003). The author Shapiro (2003) used a sport motivation questionnaire for her research, which included 14 motivational statements. The respondent had to compare each motivation reason with the other reasons, therefore each motivation statement was included 13 times in the questionnaire. From the comparison, the author obtained the ranking of each motivational statement, which is shown in Table 2.

Table 2 Results of the Shapiro (2003) study by gender

Motivational aspects	Men			Women			Total		
	<i>M</i>	<i>SD</i>	Rank	<i>M</i>	<i>SD</i>	Rank	<i>M</i>	<i>SD</i>	Rank
Win medals	8.88	3.12	1	9.07	3.49	1	8.96	3.28	1
Play with others on my team	8.83	2.61	2	7.94	2.55	3	8.42	2.61	2
Exercise	8.31	3.03	3	8.25	2.82	2	8.28	2.92	3
Do something I'm good at	7.44	2.02	4	6.88	2.27	7	7.18	2.14	4
Have fun	7.16	2.03	5	6.97	2.07	6	7.07	2.04	5
Visit new places	6.93	2.88	6	7.01	3.79	5	6.97	3.02	6
Feel important	6.65	3.13	7	7.26	2.98	4	6.93	3.07	7
Improve my skills	6.48	2.82	8	5.79	2.96	9	6.16	2.89	8
Laugh	6.00	3.35	9	6.36	2.93	8	6.16	3.16	9
Spend time away from home	5.86	2.75	10	5.36	3.13	12	5.63	2.92	10
Be popular	5.07	2.83	11	5.54	2.44	10	5.28	2.66	11
Do things that make me feel better	5.19	2.37	12	5.09	2.34	13	5.14	2.34	12
Try something hard	4.37	2.44	13	5.38	3.37	11	4.83	2.95	13
My parents/friends wanted me to play	3.83	2.71	14	4.04	3.13	14	3.92	2.90	14

Source: Shapiro (2003)

As already mentioned, the CYOG is a large and successful sporting event that aims to motivate children to participate in sport at all levels. In terms of the relationship with a sporting career and if the stages of a sporting career are respected (Svoboda,

2007; Jansa, 2018), the experience of a top-level event such as the CYOG in the Czech Republic can influence their decision to pursue sport at a higher level.

IMAGE

In the research, respondents also evaluated the image of the event, so it is essential to define this concept. In contemporary marketing, image is part of market psychology and advertising. According to Vysekalová et al. (2020), image is translated as an idea or impression. In marketing, together with the technical parameters of the product, it forms the personality of the product, which decides what the customer will buy and what, on the other hand, will not be noticed. It is therefore clear that it is based on the perceptions of consumers who differ in their opinions, experiences and ideas. The authors divide image into different types. Image can be divided according to its prevalence and scope into (Vysekalová et al., 2020):

- universal – valid without distinction in all countries or power groups of the world;
- specific – reflects the particularities of target groups and places.

The image can be further differentiated into (Vysekalová et al., 2020):

- internal – creating an image of yourself, of your product;
- external – image by which the object is intended to influence the public – this image can be intentional (or wanted) or unwanted (which is created spontaneously in the public);
- real – a real image created in the mind of the public.

The present study is about the image of the CYOG as perceived by participants and non-participants of this sporting event. Thus, according to the definitions, it is a specific image, but at the same time a real image. This means that the intention was to find out how the participants of the CYOG actually perceive the image, not what image the organiser of the event wants to evoke.

From foreign studies focused on sporting event image research, the approach of the authors of Koo et al. (2014), who examined sporting event image, participant satisfaction and behavioural intention, served as a model. These authors found that the indirect effect of sporting event image on participants' behavioural intention through participant satisfaction was statistically significant. This suggests that organisers and promoters of sporting events should strive to build a positive image.

By synthesizing these theoretical perspectives, ranging from general psychological dispositions to specialized youth sport incentives, this study evaluates whether the symbolic and atmospheric elements of the CYOG successfully translate into a positive event image that bolsters long-term athletic aspirations.

METHODS

The main objective of the research is to evaluate the factors motivating athletes to participate in the Children and Youth Olympics (CYOG), which is organised by the Czech Olympic Committee, and also to evaluate the perceived image of the event. The research involved both athletes – participants of previous years of the CYOG and athletes without direct participation.

Two research files are included in the research. Participants were recruited via purposive and convenience sampling through available databases of the Czech Olympic Committee and selected sport federations. Due to the historical nature of the participant base (2005–2019), true random sampling was not feasible; however, the large sample size ensures a broad representation across different sport disciplines and time periods. Structure of the participants:

a) Athletes who participated in the CYOG between 2005 and 2019. They are divided by the CYOG year in which they competed. Only participants of the 2020 Winter CYOG are not included in the research, as they have not yet had the opportunity to participate in an international Olympic pathway event. This group of participants from each CYOG year directly commented on their motivations for attending the event and also assessed the image of the YOG through the experience of the event.

b) Members of sports associations who did not participate in the CYOG. These are respondents who are members of three selected associations – the Czech Athletic Association (hereinafter ČAS), Czech Floorball (hereinafter ČF) and the Ski Association of the Czech Republic (hereinafter SLČR). This group of respondents is divided according to their affiliation to a given sports association. The reason for the inclusion of this second group of respondents is to gain an external view of the sporting public on the knowledge, following and image of the event.

The resulting research population consists of 567 CYOG participants (ad a) and 234 non-CYOG participants (ad b). The structure of the research population is presented in Table 3.

Table 3 Structure of the research sample

		Age		
		14–17	18–25	26 and older
CYOG participants (n = 567)	Men (n = 260)	31.9%	52.7%	15.4%
	Women (n = 307)	43.0%	49.5%	7.5%
CYOG non-participants (n = 234)	Men (n = 107)	38.0%	3.3%	28.7%
	Women (n = 127)	43.3%	39.4%	17.3%

Source: own data

The research uses quantitative survey research through different questionnaires for each research set. The questionnaires are based on previous research (Shapiro, 2003; Taylor & Shanka, 2008; Koo et al., 2014). The questionnaires were pilot-tested (n = 15) and evaluated by two subject-matter experts for adaptation to local cultural conditions. Content validity was also ensured through a review by two subject-matter experts specializing in sport management, who evaluated the adaptation of the international scales (Shapiro, 2003; Koo et al., 2014) to the Czech youth sport environment. The experts evaluated the items for clarity, relevance, and developmental appropriateness for the target age groups. Following their recommendations, several

items in the motivation scale were rephrased to better reflect the specific cultural context of the Czech Children and Youth Olympics (CYOG).

The CYOG participant questionnaire (ad a) focused on the dimensions of spontaneous familiarity with the event, organisation and motivation for the event, and image of the sporting event. The questionnaire for athletes without participation in the CYOG (ad b) explores the dimensions of relationship to sport, knowledge of the event, image of the event and follow-up of the event.

To measure the image dimension of a sporting event, a modified semantic differential is used according to the authors Koo et al. (2014) with six items. The dimension of motivation for the event is measured by the modified items according to Shapiro (2003) and Taylor & Shank (2008), with the items from these two questionnaires combined and the addition of a self-reported 'gain from lifetime experience' statement. Data were analyzed using descriptive statistics (means, standard deviations, and frequencies).

RESULTS – CYOG participants

Spontaneous knowledge of the action

Spontaneous familiarity with the event was assessed by respondents' association with the event. The most frequent associations were as follows: experience (72 respondents), fun (51 respondents), sport (50 respondents), atmosphere (47 respondents)

Table 4 Motivational factors for participation in the CYOG

Motivational factors	Men			Women			Total		
	M	SD	Rank	M	SD	Rank	M	SD	Rank
Have fun	6.20	1.16	1	6.43	1.01	1	6.33	1.09	1
See the experience of a lifetime	6.02	1.44	2	6.37	1.16	2	6.21	1.31	2
Be part of the team	5.78	1.52	3	5.93	1.44	3	5.86	1.48	3
Improve your performance	5.72	1.43	4	5.75	1.34	4	5.74	1.38	4
Prove to myself that I'm up to it	5.50	1.51	6	5.73	1.46	5	5.62	1.48	5
Meet new people	5.45	1.57	7	5.66	1.53	6	5.57	1.54	6
Challenge yourself	5.33	1.49	8	5.49	1.47	7	5.41	1.48	7
To show others that I can do it	5.18	1.71	9	5.46	1.64	8	5.33	1.68	8
Win a medal	5.61	1.70	5	5.02	1.90	9	5.29	1.83	9
Parents/friends wanted me to attend	4.03	2.20	11	4.13	2.06	10	4.08	2.12	10
Feel important	4.06	1.95	10	3.78	1.99	11	3.91	1.98	11
Become popular	3.20	1.84	12	2.82	1.78	12	2.99	1.82	12

Note: 1 – completely unimportant, 7 – very important

Source: own data

and experience (31 respondents). The best aspects of the event, according to respondents, are: atmosphere (109 respondents), team (63 respondents), new friendships (50 respondents), winning (31 respondents) and experience (30 respondents).

Motivation to participate in the CYOG

The results compare 12 motivational factors. The overall results (see Table 4) show that fun, new experiences and belonging to a team are the biggest motivators to participate. Improving one’s own performance is only fourth in the rankings. These four motivational factors are the same for both men and women.

The men then want to win a medal, prove to themselves that they have what it takes and meet other people. Women rank the possibility of winning a medal as high as ninth. Otherwise, they also want to prove to themselves that they can do it, meet new people and further challenge themselves. Both groups do not consider motivation from parents or coaches and the motivation to become popular to be important.

A total of 95% of the respondents (CYOG participants) regularly participate in sport twice a week. As part of the evaluation of their experience with the CYOG, it should be noted that youth who already participate in sport and have a certain attitude towards sport already participate in the CYOG. Thus, they do not evaluate the CYOG as an event that would completely change their attitude towards sport. At the same time, the results in Figure 2 confirm that the CYOG motivates youth to participate in sport not only at the recreational level but also at the top level. This is almost half of the respondents who report this attitude. At the same time, it is a very positive fact

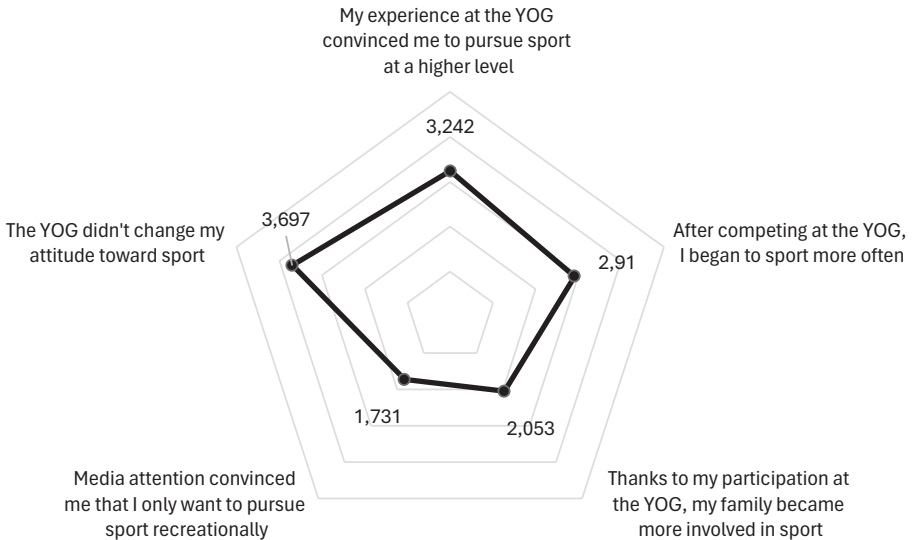


Figure 2 Evaluation of CYOG experience

Note: 1 – strongly disagree, 5 – strongly agree

Source: own data

that the media pressure on children is not so strong that it would convince them to play sports only at the recreational level.

Image of the CYOG

The image of the CYOG is perceived positively by participants. The image scores highest for the rating of fun event (51% of respondents), followed by motivating (46.2% of respondents) and supportive (39.2% of respondents). Conversely, the lowest values were for relaxed (18.5% of respondents). The average image values from the semantic differential are as follows (see Figure 3): fun (6.3), motivating (6.2), supportive (6.0), excellent (5.9), inspiring (5.8), and relaxed (5.0).

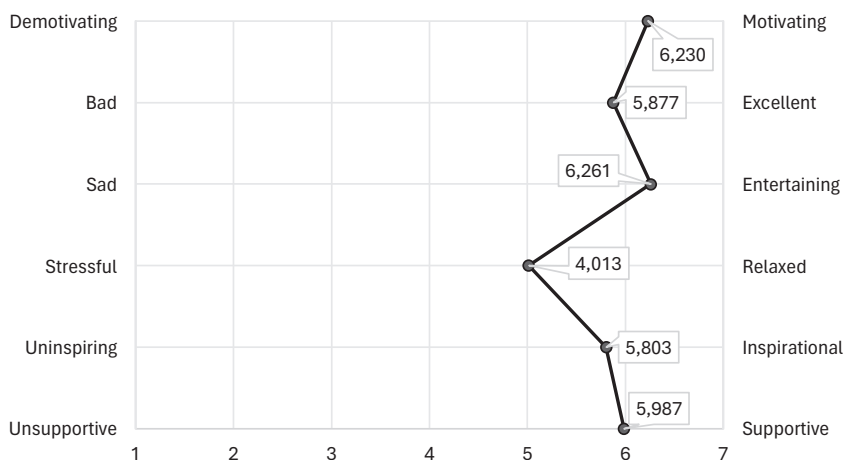


Figure 3 Perceived image of the CYOG by event participants

Source: own data

Overall, 13% of the respondents participated in the European Youth Olympic Festival, 8% in the Youth Olympic Games and 4% in the Olympic Games by taking part in the Olympic Journey or attending other events under the Olympic rings. Out of a total of 567 respondents, only 8 respondents had completed the full Olympic Journey. More than 80% had not participated in another event.

RESULTS – CYOG non-participants

CYOG knowledge and followership

The results show that 93% of non-participants are familiar with CYOG and more than 75% of respondents follow it. When watching, respondents prefer television to Facebook, Instagram and the CYOG website. Facebook and Instagram are followed by the 18–25 age group and the website by the 26+ age group. The CYOG app is followed by 18% of respondents and downloaded by athletes aged 14–17.

Motivation to play sports

Respondents (members of sports associations, non-participants in the CYOG) most often play sport because they like it or want to compete (88.9%). Other results relate to improving health (34.6%) and the social aspect of sport, which is meeting new people and spending time with them. Only 3% of respondents state that they wish to contribute to the development or preservation of Czech sport.

A total of 32.2% of these respondents want to play sports only on a recreational level. The reasons for playing recreational sport are as follows: 23.2% of respondents wanted to play sport at a higher level but did not get shortlisted. The group of respondents giving reasons in the section ‘other motivation’ is equally large. This includes reasons such as age (too young or too old), financial demands of the sport, etc. A total of 16.3% of respondents did not want to become a professional athlete and the same number of respondents got injured during their sporting career and continued only at a recreational level.

Image of the CYOG

According to the mean value of the semantic differential, members of sports associations – non-participants of the CYOG, rated the image of the event as motivating (value 5.7), inspiring (value 5.6), supportive (value 5.5), fun (value 5.5), excellent (value 5.2), and relaxed (value 4.5) – see Figure 4. If the image ratings between participants and non-participants of the event are compared, it is evident that the participants rate the event better. Respondents who have directly experienced the event and have experiences from it, including making new friendships, rate the event 20% more as fun, 15% more as motivating, excellent and supportive, and 9% more as relaxed. Both groups rate the image worst in the stressful/cool category.

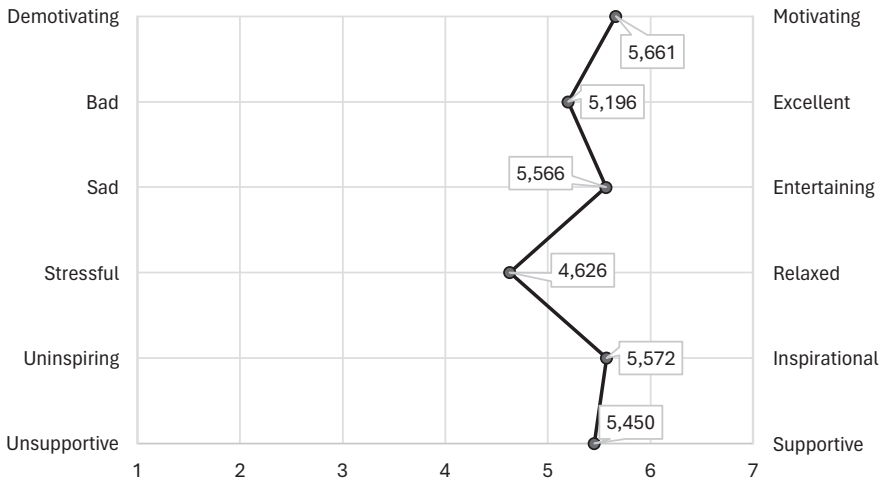


Figure 4 Perceived image of the CYOG by non-participants

Source: own data

DISCUSSION

As mentioned in the Methods chapter, the design of the questionnaires is based on foreign studies (Shapiro, 2003; Taylor & Shanka, 2008; Koo et al., 2014). When comparing the individual studies and the present research, it can be noted that the research population comprises more respondents than the aforementioned studies.

When comparing the results of the conducted research with the results of foreign studies in the area of motivational claims, which are used in the design of the research construct of this study, it can be said that they differ from the results of the conducted study.

Taylor & Shanka (2008) categorise motivational statements into four groups, namely: achievement, enthusiasm, status and socialisation. In their results, the international athletes participating in this study reported that they were most often motivated by success and only then by their own enthusiasm or the possible attainment of a certain status. The motive of socialisation does not play a big role for them. On the contrary, the athletes in the conducted survey report statements that can be included in the categories of enthusiasm and socialisation in the first two places. The success factor placed with the specific theme 'to improve my performance' ranks only in fourth place. In the results of another study (Shapiro, 2003), the participants were most motivated by achievement, socialisation and then enthusiasm, and lastly by status gain. Again, these results differ from those in the present research. In the present research, enthusiasm and socialisation dominate, with achievement ranked fourth. The reasons for these results may have numerous causes. When reflecting on incentives (Jansa, 2018), the respondents of this study are primarily motivated by sensory incentives such as experiencing the atmosphere, fun and experiences, and affiliation incentives, which are mainly presented by establishing and maintaining friendships.

The members of sports associations (non-participants in the CYOG) are mainly recreational athletes, as the love of sport (88.9%) is predominant among them, which can be classified as enthusiasm. However, the opportunity to compete is ranked second by the authors Taylor & Shanka (2008) in the achievement group. In third place is the area of health. Within the breakdown of motivators (Jansa, 2018), sensory motivators (love of sport and seeing health benefits) and curiosity motivators (the opportunity to compete) are the main motivators for respondents in the research.

Research confirms findings (Vysekalová et al., 2020) that experiencing an atmosphere with a lot of emotions, fun and experiences is an important aspect that has a positive impact on image perception. In this context, "fun" refers to emotional enjoyment and positive affective responses reported by youth during participation, while "enthusiasm" encompasses intrinsic excitement and perceived personal engagement in the event. The personal experience of respondents attending the event influenced the actual perceived image by an average of 0.52 points on the semantic differential (Figures 3 and 4). Conversely, athletes without participation in the CYOG evaluated image based on the organisers' social media communication and their own perceptions, which may or may not reflect reality.

At the same time, it should be mentioned that for image comparison it would be more appropriate to have similar samples (participants and non-participants), not only in size but also in structure. The difference in perceived image can be discussed

in terms of how the perception is acquired or evoked (by participation with own emotional perceptions or marketing communication of the event organisers). Another limitation of the research may appear to be the examination of the phenomenon through only one selected specific sporting event. The cross-sectional nature of the study does not allow causal inferences about long-term sport participation. Future research should utilize longitudinal tracking to monitor the career trajectories of CYOG participants. Furthermore, incorporating qualitative interviews with coaches and parents would provide a more holistic understanding of the event's impact on the youth sport ecosystem.

CONCLUSION

In conclusion, according to the results obtained, the event appears to be associated with increased motivation to play sport at a higher level. This is confirmed by almost half of the respondents (47.8%) stating that participation in the CYOG motivated them to pursue a future sporting career. The main motivators for participants are not winning or gaining popularity. But for both men and women it is mainly fun, gaining experience, belonging to a team and improving their performance.

Research shows that participants of the Children and Youth Olympics have positive memories of the event. There are often reports in the media that such events, which lead to early specialisation of children and are under media pressure, discourage children from playing sport regularly. But research respondents were more likely to or completely disagree with the statement (82.2%) that media pressure during the event would persuade them to play sport only at a recreational level.

The CYOG is perceived positively by both participants and non-participants, and participation is associated with higher reported motivation for continuing sport involvement. While the event is not a determinant of career choice, it provides a meaningful experience that may encourage further sport engagement.

In terms of the future organisation of events such as CYOG, the positive image identified is put to good use. If the image of a sport event is evaluated positively, its organisation and the intention in possible participation are also perceived positively. A total of 70% of respondents would like to repeat their participation and almost 80% would recommend participation in this event to other athletes. At the same time, the positively perceived image of this event is a motivation for the organisers, and organisers of similar events.

A positive image helps to attract new sponsors and partners to the sporting event. By sponsoring a sporting event, the partners approached can fulfil their marketing, communication and social objectives and the sporting event will receive funds for greater promotion, modernisation and increased comfort for all parties involved.

In conclusion, it can be assumed that the perceived image of the event also has an impact on the work of the coaches who meet and can exchange their experiences. At the same time, the event also has an impact on the relatives of the children playing sport. In the research conducted, 10.2% of the respondents reported that the participant's family started to play more sports.

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