

**POSUDEK MAGISTERSKÉ DIPLOMOVÉ PRÁCE /
REVIEW OF THE MASTER'S THESIS**

Examiner: MgA. Petr Prokop

Student: Xinxin HU

Title of the Thesis: The Sponsoring Collaborations Between Corporations and Arts Institutions

Examiner's Review:

Xinxin HU's Master's Thesis was written on very frequent but also very valuable theme of corporate sponsorship in performing arts. The thesis includes thorough research on the theories and practical cases of arts sponsorship, analyses motivations, benefits and problems of both parties – arts organizations and corporations – and sums up the existing sponsorship categorizations.

In its second part the author breaks down the corporate sponsors into four segments based on the similar demand and characteristics they share (elite sponsors, luxury brands, corporations in the mass market and technology-related sponsors) and characterizes each segment in detail. The thesis tries a new perspective, not to divide the cases only by direct or indirect motivations but tries associate the motivations with corporate type. This segmentation is clear and referable for arts organizations for future practice.

The last chapter analyses the practical difficulties and barriers of corporate sponsorship such as the high demands on human resources, time and energy, the different financial planning of corporations and arts organizations and the slow change of mindset of the public, the arts institutions and the corporations.

From the methodological point of view the research was conducted by qualitative research, including analysis of data from existing accessible documents and related own interviews. The author listed and described an exceptional amount of global, Chinese and Czech cases of collaboration between arts organizations and corporate sponsors. The bibliography and other sources utilized in this thesis are exhaustive and properly quoted.

This thesis is exceptionally high quality and will be a great contribution to the DAMU Arts Management Department library.

I **do recommend** this thesis for defense.

Examiner's Queries:

1. Do you know any example of a commercial marketing campaign which included collaboration and sponsorship with an arts institution in the Czech

Republic? (like the one realized by the Japanese company Uniqlo which is described on the page 23 of the thesis)

2. Do you have any suggestion for Dejvické divadlo how to step out of their comfort zone, open up and create an innovative corporate partnership?

Date:

Signature: