



*L'Ambasciatore d'Italia
Bangkok*

Prot. n.

Bangkok,

I have the pleasure to inform you that next year - **2018** – we will celebrate the **150th Anniversary of Italian-Thai Bilateral Relations.**

In order to mark such an historic occurrence, the Embassy of Italy will propose a **Special Edition of the Italian Festival in Thailand. All events will be held under the following Logo, which has been presented to and shared with the Thai Authorities:**



During 2017 Thai Public, together with Italian and Foreign audience, are enjoying the outstanding success of our assorted Festival: **57 cultural events for 112 days** throughout the year in Bangkok. Fully booked performances - ranging from classical music, top jazz concerts and dance to cinema, contemporary art and photographic exhibitions, theatre, seminars and workshops – had so far great feedbacks from both press and social networks.

Audiences have discovered new aspects of our Culture and our Country and want to explore them more deeply. We will try to respond accordingly.

As you know, the rich and various program of our Festival relies upon the invaluable contribution of our Supporters.

I am particularly glad that our Partners and Sponsors could increase the visibility of their brands and the loyalty of their customers in remarkable terms, because I am fully aware that any sponsorship needs its return.

I do really hope that for the year to come the Embassy will benefit from your enduring support and, in order to be able to start since January, I would like to share with you since now the list of next year's events.

Mr.
President
Company Limited

As it will be a **Special Edition** of long dated Friendship we have already planned some magnificent bi-cultural events: Symphonic Concerts with Italian Singers and Thai Orchestras; Opera Performances with Italian and Thai Singers; a dedicated Musical Composition by an Italian Author will be played by a Thai Symphonic Orchestra; a bronze Monument built by an Italian Foundry will celebrate Italian-Thai Friendship and will be erected in a Public Park with a formal Ceremony, and some more ideas we are still working at. I enclose herewith a list of proposals for your consideration.

As for previous years, Sponsorship can be made by adopting directly a single event of your choice as Main Sponsor (from 200.000 Baht), or by giving a lump sum and being included in the category of Regular Sponsor (100.000 Baht as a minimum) which means that your brand will join the event together with other sponsors.

In any case, I am strongly committed to provide to Donors and Supporters the highest visibility, tailoring sponsorships in order to meet the specific needs of their Companies, both in our official program, posters, website and social networks and on event dates. Booth stalls will be allowed at main venues, branding materials can be distributed on event site, complimentary VIP seats will be granted, Sponsors will be always mentioned and their logo will be put on the invitations sent to our mailing-list.

While expressing the wish that our blooming cooperation may further enhance in Thailand the image of Italy and of its culture and entrepreneurship, I take this opportunity to send you my kindest regards.

Yours truly,

Francesco S. Nisio
(Ambassador of Italy)