



# FRENCH WEEK

February 23rd to 1st March 2011

Fan<sup>ce</sup>stastic  
The French Week  
الأسبوع الفرنسي  
Bahrain/2011  
البحرين

نادي الأعمال  
البحريني الفرنسي



Liberté • Egalité • Fraternité  
RÉPUBLIQUE FRANÇAISE



AMBASSADE DE FRANCE  
AUPRES DU ROYAUME DE BAHREIN

-----  
L'Ambassadeur



سفارة الجمهورية الفرنسية  
لدى مملكة البحرين  
-----

Manama, 9 juin 2010

*L'édition 2007 de la Semaine française fut perçue par tous comme un moment fort du rapprochement entre les peuples bahreïnien et français. Elle fut l'occasion idoine de mieux faire connaître les marques, produits et valeurs qui forment notre culture et notre patrimoine. Sa réussite fut saluée jusque dans les plus hautes sphères, lesquelles nous ont fait savoir leur souhait de voir renouveler cet évènement en 2011.*

*En tant qu'Ambassadeur de France auprès du Royaume de Bahreïn, j'ai le plaisir et l'honneur de vous annoncer que la prochaine édition de la Semaine française aura lieu du 23 février au 1<sup>er</sup> mars 2011.*

*Au cours de cette semaine, les atouts de notre pays seront mis en valeur, tels que la mode, l'industrie du luxe, le design, les voitures, la gastronomie, les beaux-arts... Tous ces porte-étendards de notre savoir-faire seront à découvrir ou redécouvrir dans les supermarchés, centres commerciaux, hôtels et restaurants, musées et salles de spectacle du Royaume.*

*Nos partenaires bénéficieront d'une couverture médiatique et publicitaire de premier ordre et se verront offrir des entrées gratuites, à distribuer à discrétion, pour assister aux évènements rythmant cette semaine.*

*Je ne saurais que vous encourager à vous lancer avec nous dans cette aventure, et vous remercie par avance de votre soutien. Votre participation est un gage de réussite, et par delà renforcera les liens étroits qui unissent Bahreïn et la France. Le succès de cette Semaine française sera aussi le vôtre.*

Avec tous mes meilleurs vœux,

Yves OUDIN



Dear Sir

It's with great pleasure that the **Bahraini French Business Club** is once again organizing the FRENCH WEEK under the patronage of HH Sheikh Nasser bin Hamad bin Isa Al-Khlaifa, Head of the Board of Trustees of the Royal Charity Organization and the Vice President of the Supreme Council for Youth and Sports and in close association with the **French Embassy**, to further enhance the commercial and cultural opportunities between Bahrain and France.

**FRENCH WEEK 2011** with the motto "**Francetastic**" is scheduled to be held in Bahrain from 23<sup>rd</sup> February to 1<sup>st</sup> March, 2011.

Following the tremendous success of the previously organized French Week, it is decided, once again, to introduce French products from food and consumer products in super markets to luxury products ranging from perfumes, designed wares, cosmetics and jewellery in shopping malls in the Kingdom. French cultural activities in varying forms of art, music concerts, films as well as food presentation shall be featured throughout the island, during the week. Seminars and meetings between French and Bahraini businessmen will also take place to highlight investments opportunities in both countries.

We have organized a comprehensive plan to maximize the publicity in achieving the goals for **FRENCH WEEK 2011** in particular with the products and services of participating companies all over Bahrain and beyond. We offer a selection of structured packages reflecting the profile level of participating companies with commercial ties with France.

Needless to say, the success of a major event of this magnitude depends solely on the collective efforts of each one of us in participating and sponsoring the event. I believe investing in these attractive packages will prove beneficial for your organization in promoting your products, as was experienced during the previous French Week.

Soliciting your active participation and sponsorship to make **FRENCH WEEK 2011** a great success, I remain.

Yours truly,

**Abdulla Juma**  
**President - CAFB**



## Sponsorship Registration Form

To book for the above, please define your choice & send it back by fax on 17 748 990 or e-mail: [info@cafbahrain.com](mailto:info@cafbahrain.com)

Company Name: .....

Name: .....

Position: ..... Address: .....

Telephone(s).....

Fax: ..... E-mail: .....

Date & Signature: .....

## Please tick the appropriate box below to confirm your participation

and fax back on 17 748 990.

Yes, I would like to become a sponsor

Type of sponsorship:

Platinum (BD 10,000/-)

Bronze (BD 2,500/-)

Gold (BD 7,500/-)

Friends of the FW (BD 500/-)

Silver (BD 5,000/-)

Event's Sponsor (BD-----/-)

## Payment terms & conditions

- Cheques should be made payable to: "THE BAHRAINI-FRENCH BUSINESS CLUB"
- 100% payment must be received in advance, before January 31st 2011.

**THANK YOU FOR YOUR INTEREST AND SUPPORT**

French Week 2011 Committee (CAFB)  
P.O.Box: 54489, Manama, Kingdom of Bahrain  
Tel: 17 748 999 - Fax: 17 748 990  
E-mail: [info@cafbahrain.com](mailto:info@cafbahrain.com) - Web: [www.cafbahrain.com](http://www.cafbahrain.com)

## FRENCH WEEK 2011 - SPONSORSHIP PACKAGES

<p><b>PLATINUM sponsor</b></p> <p><b>Exposure/Benefits at venues and during events:</b></p> <ul style="list-style-type: none"> <li>• 2-3 minute speaking opportunity at the opening ceremony</li> <li>• Three (3) roll-up banners displayed at all events (to be supplied by the sponsor)</li> <li>• Identification as a PLATINUM sponsor &amp; logo displayed on invitation cards for the opening/closing ceremony</li> <li>• Eight (8) complimentary invitations to the opening ceremony</li> <li>• Eight (8) complimentary seats with preferred seating during the closing ceremony dinner</li> </ul> <p><b>Outdoor exposure:</b></p> <ul style="list-style-type: none"> <li>• Identification as a PLATINUM sponsor &amp; logo displayed on 20 co-branded lampposts (120X180cm)</li> <li>• Identification as a PLATINUM sponsor &amp; logo displayed on 10 co-branded megacomms (3X4m)</li> <li>• Identification as a PLATINUM sponsor &amp; logo displayed on flyers (100,000), posters (100), co-branded roll-ups (6).</li> </ul> <p><b>Media exposure:</b></p> <ul style="list-style-type: none"> <li>• Identification as a PLATINUM sponsor &amp; logo displayed on advertisements in selected local medias</li> <li>• Company name will be mentioned on radio announcements before and during the event</li> <li>• Identification as a PLATINUM &amp; logo to be displayed on 50 TV spots to be run on TV5MONDE Channel</li> <li>• Two (2) full page Adverts in the official French Week publication</li> </ul> <p><b>Online:</b></p> <ul style="list-style-type: none"> <li>• Identification as a PLATINUM sponsor on official French Week website (cafbahrain.com)/Facebook page</li> </ul>	<p><b>Entry level contribution</b></p> <p><b>BHD 10,000</b></p>
<p><b>GOLD sponsor</b></p> <p><b>Exposure/Benefits at venues and during events:</b></p> <ul style="list-style-type: none"> <li>• Verbal recognition during the opening ceremony</li> <li>• Two (2) roll-up banners displayed at all events (to be supplied by the sponsor)</li> <li>• Identification as a GOLD sponsor &amp; logo displayed on invitation cards for the opening/closing ceremony</li> <li>• Six (6) complimentary invitations to the opening ceremony</li> <li>• Six (6) complimentary seats with preferred seating during the closing ceremony dinner</li> </ul> <p><b>Outdoor exposure:</b></p> <ul style="list-style-type: none"> <li>• Identification as a GOLD sponsor &amp; logo displayed on 20 co-branded lampposts (120X180cm)</li> <li>• Identification as a GOLD sponsor &amp; logo displayed on 10 co-branded megacomms (3X4m)</li> <li>• Identification as a GOLD sponsor &amp; logo displayed on flyers (100,000), posters (100) co-branded roll-ups (6).</li> </ul> <p><b>Media exposure:</b></p> <ul style="list-style-type: none"> <li>• Identification as a GOLD sponsor &amp; logo displayed on advertisements in selected local medias</li> <li>• Identification as a GOLD &amp; logo to be displayed on 50 TV spots to be run on TV5MONDE Channel</li> <li>• One (1) full page Adverts in the official French Week publication</li> </ul> <p><b>Online:</b></p> <ul style="list-style-type: none"> <li>• Identification as a GOLD sponsor on official French Week website (cafbahrain.com)/Facebook page</li> </ul>	<p><b>Entry level contribution</b></p> <p><b>BHD 7,500</b></p>
<p><b>SILVER sponsor</b></p> <p><b>Exposure/Benefits at venues and during events:</b></p> <ul style="list-style-type: none"> <li>• One (1) roll-up banner displayed at all events (to be supplied by the sponsor)</li> <li>• Four (4) complimentary invitations to the opening ceremony</li> <li>• Four (4) complimentary seats with preferred seating during the closing ceremony dinner</li> </ul> <p><b>Outdoor exposure:</b></p> <ul style="list-style-type: none"> <li>• Identification as a SILVER sponsor &amp; logo displayed on 20 co-branded lampposts (120X180cm)</li> <li>• Identification as a SILVER sponsor &amp; logo displayed on 10 co-branded megacomms (3X4m)</li> <li>• Identification as a SILVER sponsor &amp; logo displayed on flyers (100,000), posters (100) and co-branded roll-ups (6).</li> </ul> <p><b>Media exposure:</b></p> <ul style="list-style-type: none"> <li>• Identification as a SILVER sponsor &amp; logo displayed on advertisements in selected local medias</li> <li>• Half (1/2) page Advert in the official French Week publication</li> </ul> <p><b>Online:</b></p> <ul style="list-style-type: none"> <li>• Identification as a SILVER sponsor on official French Week website (cafbahrain.com) /Facebook page</li> </ul>	<p><b>Entry level contribution</b></p> <p><b>BHD 5,000</b></p>
<p><b>BRONZE sponsor</b></p> <p><b>Exposure/Benefits at venues and during events:</b></p> <ul style="list-style-type: none"> <li>• Two (2) complimentary invitations to the opening ceremony</li> <li>• Two (2) complimentary seats with preferred seating during the closing ceremony dinner</li> </ul> <p><b>Outdoor exposure:</b></p> <ul style="list-style-type: none"> <li>• Identification as a BRONZE sponsor &amp; name displayed on 20 co-branded lampposts (120X180cm)</li> <li>• Identification as a BRONZE sponsor &amp; name displayed on flyers (100,000), posters (100) and co-branded roll-ups (6).</li> </ul> <p><b>Media exposure:</b></p> <ul style="list-style-type: none"> <li>• Identification as a BRONZE sponsor &amp; name displayed on advertisements in selected local medias</li> <li>• Quarter (1/4) page Advert in the official French Week publication</li> </ul> <p><b>Online:</b></p> <ul style="list-style-type: none"> <li>• Identification as a BRONZE sponsor on official French Week website (cafbahrain.com)/Facebook page</li> </ul>	<p><b>Entry level contribution</b></p> <p><b>BHD 2,500</b></p>
<p><b>Friends of the French Week</b></p> <ul style="list-style-type: none"> <li>• Identification as a FRIEND sponsor &amp; name included on all centrally promotional materials</li> <li>• Identification as a FRIEND sponsor &amp; name included on co-branded roll-ups (6) displayed at all events</li> </ul>	<p><b>Entry level contribution</b></p> <p><b>BHD 500</b></p>
<p><b>Event's Sponsor</b></p> <p>Possibility to sponsor one or more events during the French Week. Sponsor fee will be calculated according to the event and exposure to be given.</p>	<p><b>Entry level contribution</b></p> <p><b>TBA</b></p>



## **French Week official organizers**



**For more information concerning your contribution or your participation to the French Week 2011, Please contact us on:**

**French Week 2011**

**P.O.Box: 54489, Manama, Kingdom of Bahrain**

**Tel: 17 748 999 - Fax: 17 748 990**

**E-mail: [admin@cafbahrain.com](mailto:admin@cafbahrain.com) - Web: [www.cafbahrain.com](http://www.cafbahrain.com)**