



af

Alliance Française

Bangkok

LE CLUB DES PARTENAIRES

(The Partners' Club)



Language &
Cultural Center

ศูนย์ภาษา
และวัฒนธรรม

THE HOUSE OF FRANCE IN BANGKOK บ้านฝรั่งเศสในกรุงเทพฯ LA MAISON DE LA FRANCE À BANGKOK

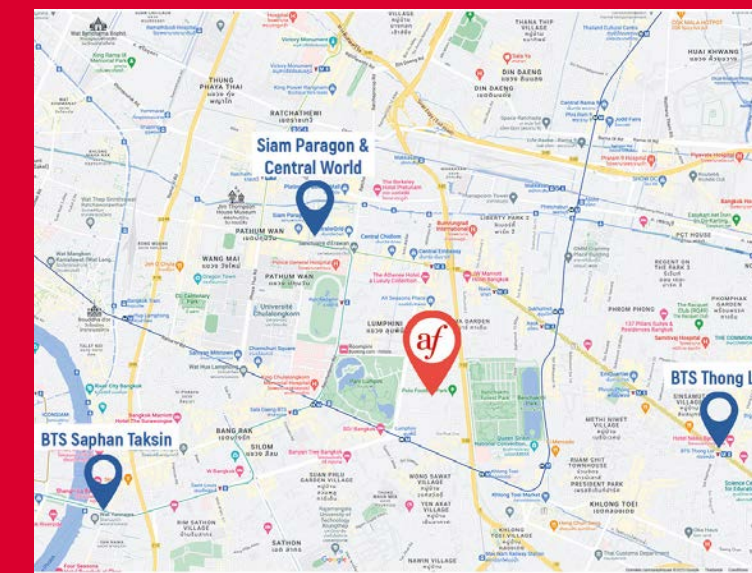


WHO WE ARE

ALLIANCE FRANÇAISE BANGKOK

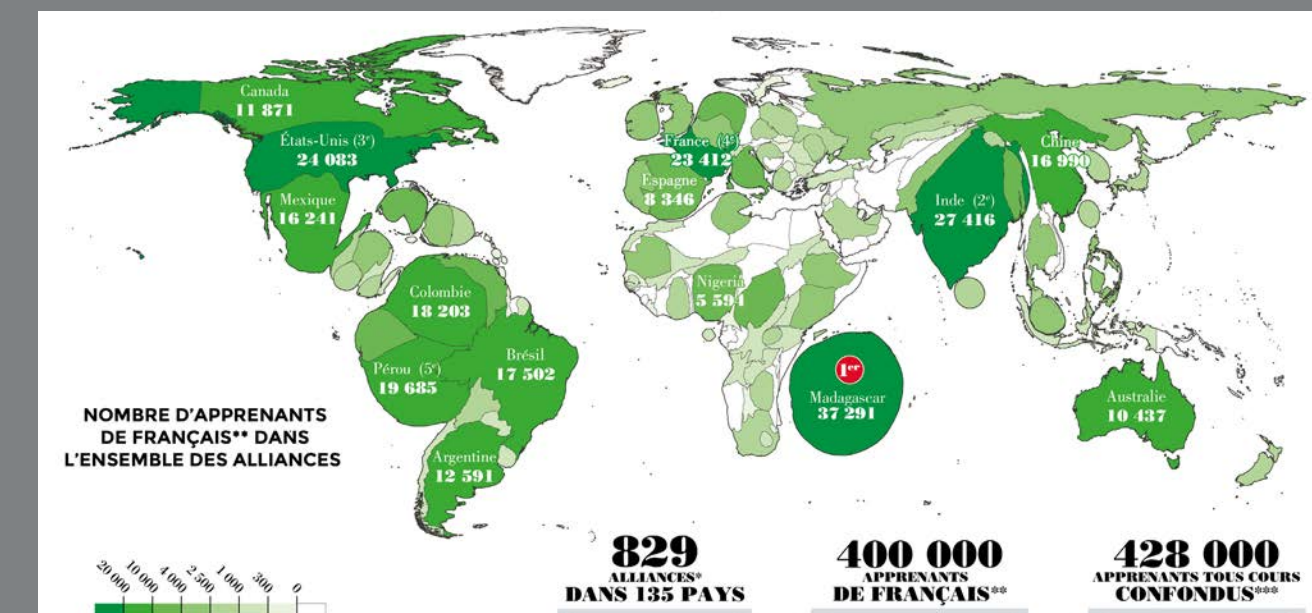
The leading Franco-Thai cultural center
in the heart of Bangkok since 1912,

is a non profit organisation, under the high patronage of
Her Royal Highness Princess Maha Chakri Sirindhorn.
Alliance Française Bangkok celebrated its 110th anniversary in 2022!



PART OF THE ALLIANCES FRANÇAISES NETWORK, the largest cultural network worldwide!

The Alliances Françaises network is present in 135 countries with 829
Alliances Françaises (2023) with more than 400,000 students on all
courses.
The network celebrated its 140th anniversary in 2023!



KEY FIGURES 2023

+2,000
students

+4,000
registrations

180
cultural events

+18,000
spectators at
cultural events

+60,000
visitors

+51,000
followers on social
networks

+10,000
unique visitors per
month on the website

+6,000
newsletter
subscribers





WHO WE ARE / WHAT WE OFFER

ALLIANCE FRANÇAISE BANGKOK

is a cultural and educational non-profit organization, locally registered, legally and financially autonomous.

OUR MISSIONS

- Offering French courses to all audiences
- Promoting French culture and francophone cultures, in every dimension,
- Fostering cultural diversity by highlighting all cultures.

OUR VISION

is to create a world where the French language is celebrated and shared, fostering intercultural understanding, quality education, and individual fulfillment.

As a key player in promoting French in Thailand, we are committed to providing open and inclusive access to language, culture, and education, thereby contributing to intercultural dialogue and cultural diversity.

Thanks to your sponsorship, our association can operate, fulfill its missions, and commitments.

Furthermore, by joining the Alliance Française partners' club, your organization becomes associated with our values and can benefit from our brand's image and ecosystem.

OUR VALUES

- Diversity
- Exchange
- Conviviality

OUR SERVICES

A wide choice of activities for kids and adults in French, Thai and/or English

COURSES AND ACTIVITIES FOR ADULTS, TEENS AND CHILDREN (FROM 3 YEARS OLD)

- French courses
- Thai courses
- Fashion courses
- Dance courses
- Art workshops
- Kids activities
- Holidays camps (language & art)

CULTURAL ACTIVITIES

- Exhibitions
- Concerts
- Cinema
- Shows
- Conferences

SERVICES

- Certified translation
- Café restaurant
- Media library
- Bookstore
- Space rental
- Campus France

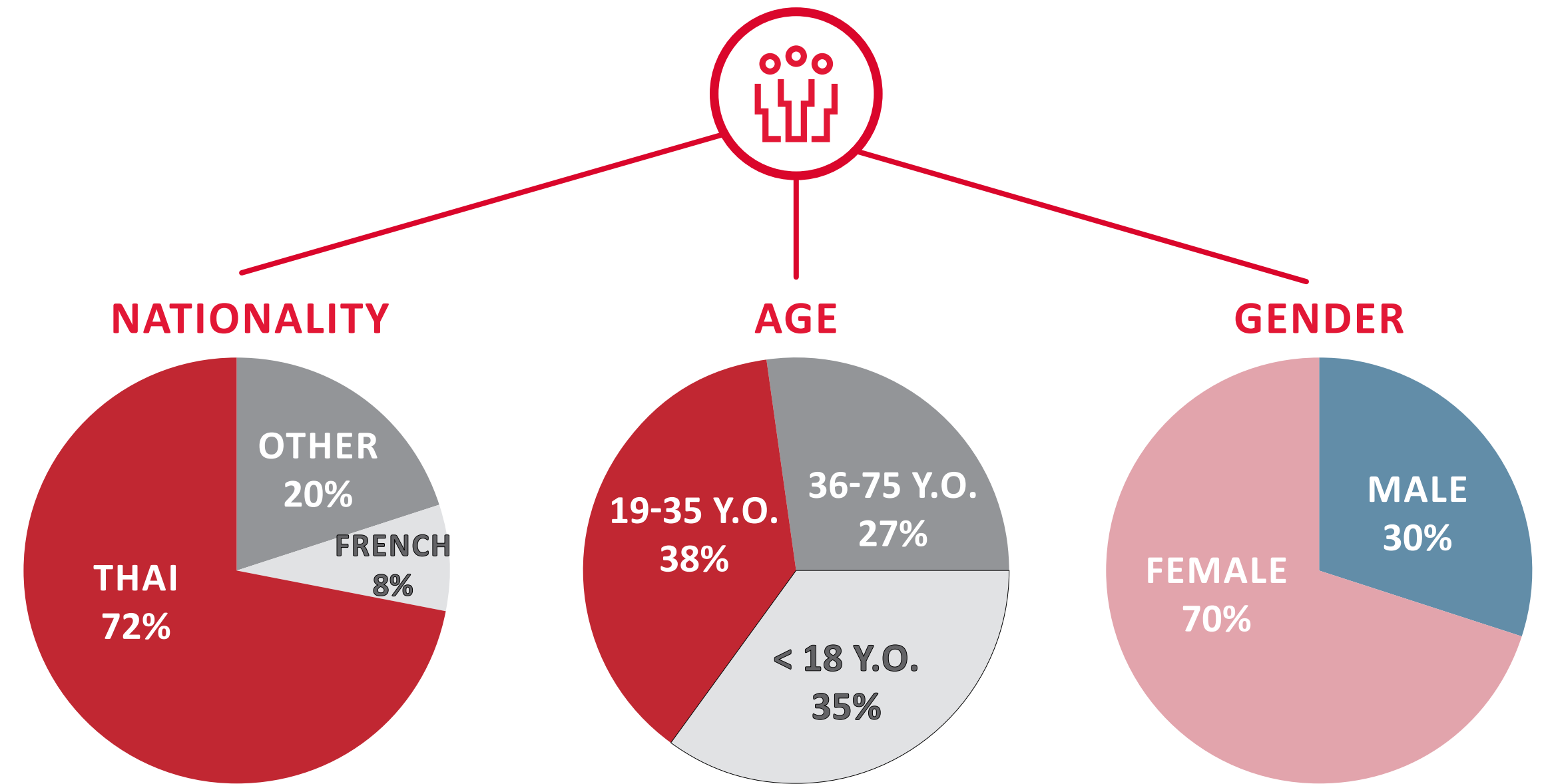
6,000 M²

6 FLOORS

219-SEAT AUDITORIUM



OUR AUDIENCES



EXEMPLE OF AUDIENCE PROFILES



Thai young adults, interested in French language and culture, travel, gastronomy and luxury



Employees of French or French-speaking companies, or of companies dealing with French speaking markets



Bi-national families and kids enrolled in international and public schools



Students who plan to study abroad, or study and work in sectors such as tourism and hospitality, or for international companies/institutions.

INTERESTS

Education, Culture, Social, Entertainment

CHARACTERISTICS

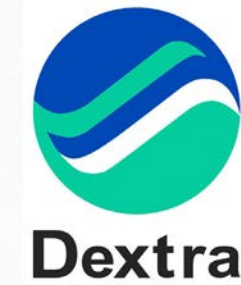
Upper Class, Affluent, Educated

OUR PATRONS AND PARTNERS

- Patrons -



ONE BANGKOK



- Le Club des Partenaires -



- Institutional partners -



- Other partners -





& YOU

BRAND VISIBILITY

Share your brand and increase brand exposure to our community.

PARTNERSHIP WITH ALLIANCE FRANÇAISE

Build a relationship with us and join our community of partners.

GROW YOUR NETWORK

Network with an engaged, educated and affluent audience.

NEW CLIENTELE

Acquire new customers and expand your customer base.

YOUR VISIBILITY across multiple channels

AF website

+11,000
unique visitors
per month



AF social media & Newsletter

+51,000
followers on social
networks



Facebook 36K | Instagram 4K | Line 7K | Others 4K

+6,000
newsletter
subscribers



Onsite

+2,000
students

180
cultural events

+60,000
visitors

+18,000
spectators at
cultural events

I- ONE SHOT

Cultural Events Sponsorship	PACKAGE PER EVENT		
	30,000 THB	20,000 THB	10,000 THB
Company name/logo on event flyer and promotion	X	X	X
Mention in the opening speech	X	X	X
Sampling and/or product placement at the event	X	X	
Booth at the event	X		

One shot Brand visibility campaign	
One post on our Facebook page, your custom image with one link (maximum 600 characters, including spaces)	10,000 THB
One advertisement in our weekly newsletter, your custom image with one link (maximum 600 characters, including spaces)	10,000 THB
Flyers displayed at promotions area (G Floor) for one month	4,000 THB

The cultural post/ad will be identified as “Partner post”.
Alliance Française Bangkok reserves the right to reject any publication and partnership that do not conform to its values and missions, at its discretion.

II- LE CLUB DES PARTENAIRES
(The Partners’ Club)

Club des partenaires		12-MONTH PACKAGE		
		GOLD 200,000 THB	SILVER 100,000 THB	BRONZE 50,000 THB
Exposure onsite	Logo displayed in AF : building, language courses brochure, fairs	X	X	
	Logo displayed on screen before film screening	X	X	
	Your brochure/flyer displayed at promotions area (G Floor)	X	X	X
	One exhibitor booth at AF's fair (1 to 4 fairs per year)	X	X	
Exposure via internet	Logo displayed on AF website : Home page and the Partners’ Club page	X	X	X
Exposure via newsletter	Logo displayed on AF newsletter	X	X	X
Other advantages	Free half day usage of auditorium	X		
	20% discount for the auditorium rental at AF (up to 4 times)	X	X	
	4 Extensive French classes (24 hrs)	X		
	10 tickets for 4 Alliance Française Bangkok’s events	X		
	Permanent invitations to exhibition openings	X		
	10 AF individual member cards	X		
Exposure via cultural Events	Discount on Cultural Events Sponsorship packages	50%	30%	10%

YOUR VISIBILITY accross multiple channels

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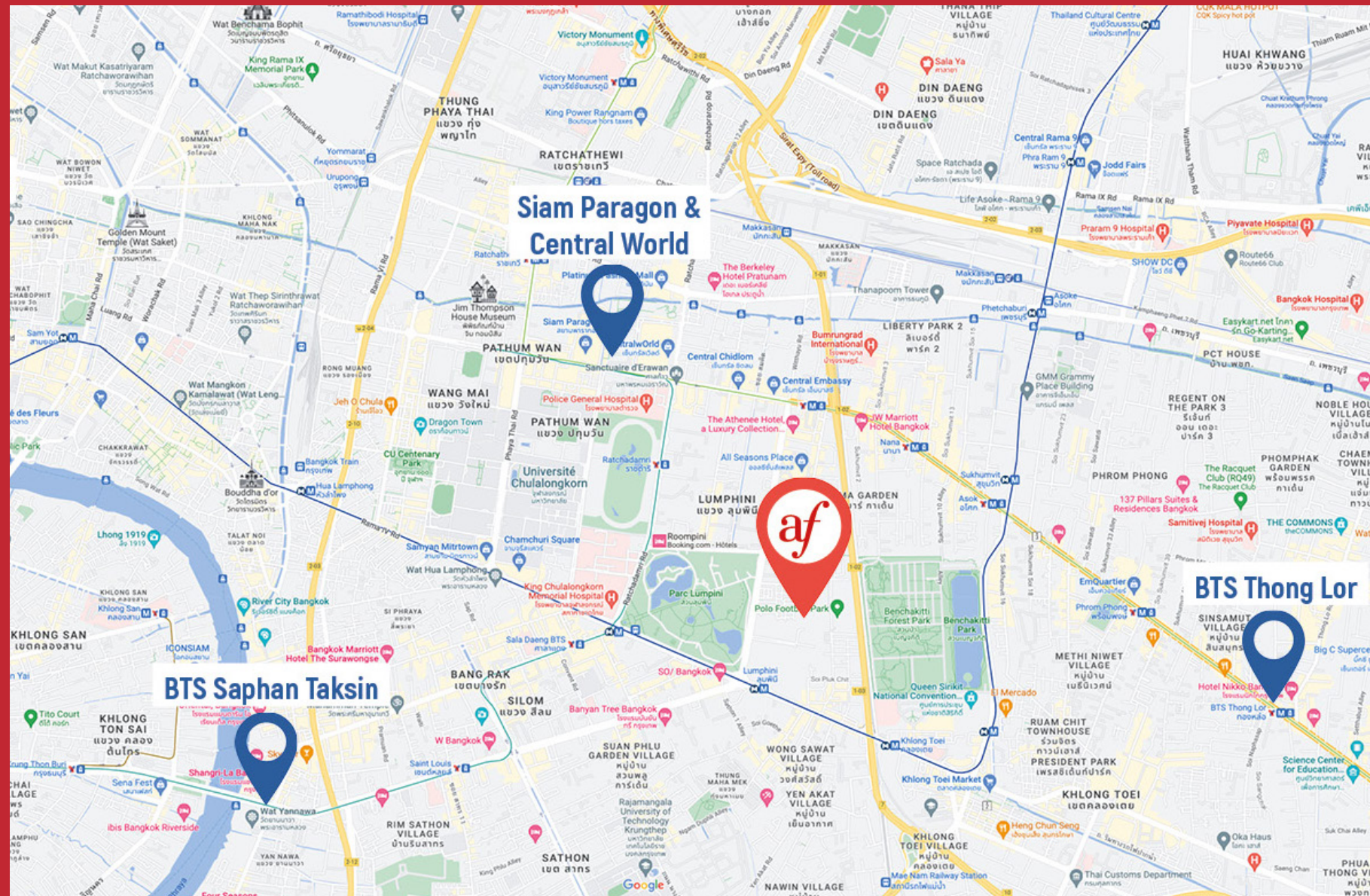
CONTACT US

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Alliance Française *Bangkok*

Alliance Française is ideally located in the heart of the city, next to Lumpini Park and the One Bangkok site that will attract thousands of visitors weekly



ALLIANCE FRANÇAISE BANGKOK
179 Thanon Witthayu, Bangkok
(MRT Lumpini exit 3) - Free parking

☎ 02 670 42 00

LINE afbkk_frenchclass

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🌐 www.afthailande.org



SCAN ME

