



Dear Sir or Madam,

It is a pleasure for us that the Armenian community of Baden-Württemberg has been organizing the Armenian Cultural Days in Stuttgart for seven years with its cooperation partners. A varied and interesting program was also compiled this year.

In the spirit of ecumenical coexistence, the organizers would like to use the occasion of the Reformation Jubilee for mutual understanding and dialogue between cultures. The colorful program offers visitors the opportunity to get to know one of the oldest cultures in the world.

Such a series of events is not feasible without the financial support of sponsors and supporters, as well as the engagement of unsalaried volunteers. The organizers of the Armenian Cultural Days are always looking for supporters. In the following slides we present you the project and will be happy to find partners and supporters and to turn the culture days into a cultural highlight again.

I wish the organization team and all the helping hands, supporters, sponsors and donors a lot of success and blessings. God bless you!

† Archbishop Karekin Bekdjian

Primate of the Diocese of the Armenian Church in Germany and
Locum Tenens of the Armenian Patriarchate of Constantinople



ARMENISCHE KULTURTAGE STUTTGART

Maschtoz trifft Luther – Begegnung der Kulturen!

26. - 29. Oktober 2017



Dear Friends of the Armenian Cultural Days Stuttgart,

The interest of the broad public in the internationally renowned artists, speakers and guests of the Armenian Cultural Days Stuttgart is growing year by year.

Our series of events, which provides insights into the millennial culture of the Armenians and builds cultural bridges between Armenia and Germany through dialogue, attracts people from all over the region to Stuttgart in October.

The sponsors and donors are of particular importance here. Without the generous support of our sponsors, a cultural event like this would not be possible with free entry or low entrance fee. Thank you very much and God bless you!

We are pleased to provide you with an attractive offer in the following documents and would appreciate to win you as a partner and would like see you as a part of it.

Sincerely yours,

Fr. Dr. Diradur Sardaryan
Pastor of the Armenian Community in BW



ARMENISCHE KULTURTAGE STUTTGART

Maschtoz trifft Luther – Begegnung der Kulturen!

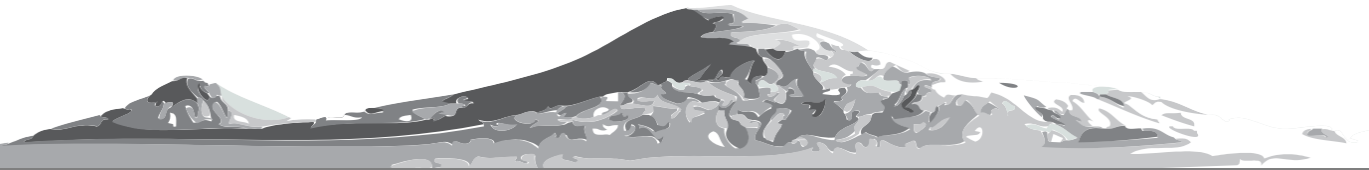
26. - 29. Oktober 2017



ARMENIAN CULTURAL DAYS STUTTGART

Mashtoz meets Luther – Encounter of cultures!

26th – 29th October 2017



**PROFILE AND DATA FOR SPONSORS,
DONATORS AND SUPPORTERS**

www.armenische-kulturtage-stuttgart.de



ARMENISCHE KULTURTAGE STUTT GART

Maschtoz trifft Luther – Begegnung der Kulturen!

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Armenian Cultural Days:

The success story

The Armenian Cultural Days in the Swabian capital Stuttgart took place for **the first time in 2011**. The occasion was the 20th anniversary of the independence of the Republic of Armenia. The audience was **enthusiastic** and asked the organizers to make the Armenian Cultural Days in Stuttgart an **annual event**.

During the Cultural Days, four genres of music are presented: **jazz, sacred, troubadour and folk music**, as well as **classical Armenian and international music**, presented by artists from **Armenia and Germany**.

In addition, **readings, book presentations, symposia, photo exhibitions, introductory courses, etc.** will be held, giving a very special insight into the life of the Armenians and inviting the general public to a dialogue of cultures. **Lectures and discussions** of renowned personalities complete the offer.

The program of the Cultural Days is designed in such a way that there is always a **German-Armenian exchange**. Thus, Armenian works are presented by Germans and German or European works by Armenians.

The general public is given the opportunity to gain a deep insight into the **inner life of the Armenians** through the Armenian Cultural Days of Stuttgart. In 2016 **more than 2,500 guests** took advantage of this opportunity and visited the numerous events.



ARMENISCHE KULTURTAGE STUTTGART

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Program-Highlights

2017



Thu October, 26th 8pm – 9:30pm	OPENING CONCERT: MASHTOZ MEETS LUTHER <i>CHAMBER ORCHESTRA ARCATA STUTTGART</i> <i>JULIETTE GALSTIAN, MEZZO (Switzerland)</i> The armenian mezzo soprano Juliette Galstian (Geneva / Switzerland) and the Stuttgart chamber orchestra ARCATA present spiritual music by Bach, Schumann, Komitas, Alan Hovhannes, Loris Chobanian and Alexander Aruntjanjan.	Evang church St. Matthew Möhringerstr. 52, 70199 Stuttgart
Fri October, 27th 8pm – 9:30pm	INTRODUCTION AND PRESENTATION ARMENIAN COSTUMES AND CARPETS <i>LILIT MELIKYAN & NAIRA MXITARYAN (CULTURAL CENTER TERYAN)</i> At this event we will hear the history of the Armenian costumes and the Armenian carpets. In the ensuing show with Armenian dances, Armenian costumes and carpets will be presented.	Evang. Hospitalhof Stuttgart Paul-Lechler-HALL Büchsenstr. 33, 70174 Stuttgart
Sat October, 28th 8pm – 9:30pm	RECITAL: TIGRAN MANSURYAN <i>ANNA AVDALYAN (SOPRAN) & IZABELLA MELKONYAN (KLAVIER)</i> <i>KRISTINA ALTUNYAN (VIOLINE), VACHE BAGRATUNI (CELLO)</i> <i>& RUBEN MELIKSETYAN (KLAVIER)</i>	Evang. Hospitalhof Stuttgart Paul-Lechler-HALL Büchsenstrasse 33, 70174 Stuttgart
Sun October, 29th 19:30 – 21:00 Uhr	GALA CONCERT: <i>STUTTGART JAZZ CHOIR</i> <i>EMMA PETROSYAN & ARAMO, MADAT AVANESOV u.a.</i> The traditional CLOSING GALA of the Armenian Cultural Days Stuttgart is a lively festival of cultures. To this end, renowned artists from Armenia and friends from Germany will be invited, which will ensure a festive ending of cultural events.	Evang. Hospitalhof Stuttgart Reuchlin-HALL Büchsenstrasse 33, 70174 Stuttgart



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Program-Highlights

2017



Juliette Galstian / Geneva



Stuttgarter Chamber Orchestra Arcata



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Our visitors:

Colorful, cosmopolitan, diverse!



The audience of the Armenian Cultural Days is **colorful, cosmopolitan** and **diverse**. The events are attended by the Armenians as well as by the Germans with and without migrations background.

Children, youth, singles and families, grandmothers and grandparents - they all enjoy and celebrate, discuss and laugh, listen and get to know each other.

The goal of the Cultural Days is to give a broad public the chance to visit our events with free entry or cheap ticket prices, this we just can guarantee by winning sponsors.

Many of our guests are academic, multi-lingual, cosmopolitan and from different layers of society.



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Testimonials

What they say about us!



... With the Armenian Cultural Days in Stuttgart, this cultural wealth should be presented and celebrated. They are right to be held in Stuttgart and Baden-Württemberg. We appreciate the diversity in our country and I am delighted that with the Armenian Cultural Days 2012, already for the second year in a row, so that we have the possibility to get to know the Armenian culture more closely. (Excerpt from the greeting 2012)

Winfried Kretschmann
Minister President of the State of Baden-Württemberg



... The Armenian Cultural Days in Stuttgart have become an integral part of the Stuttgart cultural calendar in the recent years. As well as the Armenians for a long time already have been an integral part of Baden-Württemberg's society. They have more than 50 years of history in the South West. They have found a new home here and enrich the culture and society of Baden-Württemberg. (Excerpt from the greeting 2015)

Bilkay Önej
Minister of Integration (ret) State of Baden-Württemberg



... Culture offers the opportunity to promote intercultural encounters and thus international understanding beyond the political conflicts of interest. That is why I am grateful to the Armenian community of Baden-Württemberg for organizing the Armenian Cultural Days in Stuttgart. Our culturally diverse society should be a solidarity, so that immigrants and refugees find a new home with us. (Excerpt from the greeting 2016)

Werner Wölfe
Mayor for Society and social Integration



ARMENISCHE KULTURTAGE STUTTGART

Maschtoz trifft Luther – Begegnung der Kulturen!

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Benefits

You benefit from this as our partners:

- ✓ The largest Armenian music and culture festival in Germany
- ✓ International stars of the music scene, from classical to jazz
- ✓ Prominent guests from politics, science and business
- ✓ Promotion of integration and international understanding
- ✓ High-quality resonance in media including feuilleton, radio and TV in Germany, Armenia and the Armenian diaspora
- ✓ Visitors mainly from the Stuttgart area, but also guests from all over Germany, France, Switzerland and Austria.



ARMENISCHE KULTURTAGE STUTTGART

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Media coverage

Excerpt

Newspaper and magazine contributions, advance announcements, feuilleton contributions, reports after the event (online and printed version) have appeared in the past several years in several Armenian newspapers and magazines, as well as in German media, among others. in:

Stuttgarter Newspaper / Stuttgarter Nachrichten / NWZ

Cannstatter newspaper / Amtsblatt / Wochenblatt in the regions

Forum of Cultures

German-Armenian correspondence

... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...

Die Armenier wollen keine Rache

Die Lesung im Literaturcafé am Samstag erinnert an den Völkermord vor einem Jahrhundert



Die Lesung im Literaturcafé am Samstag erinnert an den Völkermord vor einem Jahrhundert

Elfmeter-Turnier der Sangesfreunde

Stuttgarter Sangesfreunde ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...

Service

... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...

STUTTGARTER-ZEITUNG.DE
Kultur in Bad Cannstatt
Die Vielfalt Armeniens
Von Anna Jähle, 14.10.2017, 12:18
Am 20. und 21. Oktober sind in Stuttgart die dritten Armenischen Kulturtage. In Bad Cannstatt stehen ein Jazzkonzert und zwei Buchvorstellungen auf dem Programm.

Stn.DE
Armenische Kulturtage in Bad Cannstatt
Podiumsdiskussion in der Lutherkirche
Von am 20. Oktober 2017 - 17:00 Uhr



Die Diskussionsveranstaltung beginnt um 19 Uhr in der Kirche der Lutherkirche, Foto

Bad Cannstatt/Stuttgart – Konzerte, Lesungen, Workshops, Theateraufführungen und vieles mehr erwartet die Besucher bei den **Armenischen Kulturtagen** (<http://www.armenische-kulturtage-stuttgart.de>) vom 24. bis 27. Oktober im ganzen Stadtgebiet Stuttgarts. „Wir wollen den Reichtum und die Vielfalt der armenischen Kultur zeigen und damit die Gesellschaft bereichern“, sagt Urban Sadakyan, der Partner der armenischen Gemeinschaft (<http://www.aghs.org/Partner-Württemberg>). Künstler aus Deutschland, Griechenland, Armenien und vielen anderen Ländern spiegeln die vielfältigen kulturellen Hintergründe des armenischen Volkes

Während der Armenischen Kulturtage findet in der Lutherkirche eine Podiumsdiskussion statt. „Armenische Frage und die Rolle der europäischen Großmächte am Vorabend des Ersten Weltkriegs“ lautet das Thema am Mittwochabend.

Bad Cannstatt
Die „Armenische Frage und die Rolle der europäischen Großmächte am Vorabend des Ersten Weltkriegs“ ist das Thema einer Podiumsdiskussion mit Gayane Eliezer als Hauptreferentin am Mittwoch, 21. Oktober, um 19 Uhr in der Kapelle der Lutherischen Bad Cannstatt. Das Osmanische Reich, über mehrere Jahrhunderte die entscheidende Macht in Kleinasien, im Nahen Osten, auf dem Balkan, in Nordafrika und auf der Krim, befindet sich ab dem 19. Jahrhundert in Niedergang und wurde zunehmend Objekt der Interessen der europäischen Großmächte. Am Vorabend des Ersten Weltkriegs verschärfte sich die Lage der Minderheiten im Osmanischen Reich. Die Diskussion geht der Frage nach, welche Rolle die Großmächte im Zusammenhang mit dem Genozid an den Armeniern einnahmen.

Kultur

Der Anschleicher
Seit mehr als 100 Jahren ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...

Belehnsmusik und komponierte Rebellion
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...

Armenische Bratkarfeln und großes Schweigen
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...

Wochen

Armenische Bratkarfeln und großes Schweigen
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...

Armenische Kulturtage

Armenische Kulturtage
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...
... die Armenier, die in der Vergangenheit ...

ARMENISCHE KULTURTAGE STUTTGART
Maschoz trifft Luther – Begegnung der Kulturen!
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Media coverage

Excerpt



Radio- and TV-posts:

SWR Landesschau

Report on the opening event 2014, report 2017 planned.

SWR 2

Several radio broadcasts with the participants of the Cultural Days; Complete transmission of the opening event 2013.

ARM TV 1

Annual TV report on the day of the opening event and final

<https://youtu.be/fXPfUnNARC4>

ARM TV 1

25 minutes TV post with several repetitions in the frame of the program „Otar amayi tshambeqin“ 2016 (TV program about Armenians abroad). TV contributions also in the past years within the framework of the same channel (media partner) in the best broadcasting time.

<https://youtu.be/TIYUov9lu5Q> (In Armenian)

<https://youtu.be/KN1sxOou7RE> (German translation)

Online:

Access to the event home page - 300 visits per day? Facebook page with more than 3,500 followers

YouTube Chanel (<https://www.youtube.com/channel/UCFFbaxoXkbM0HskA2Eul2pw>)

With the possibility of installing the advertisement in the published videos.



ARMENISCHE KULTURTAGE STUTTGART

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Our sponsoring packages:

The "PLATIN PACKAGE" 5,000 EUR

- ✓ Titelsponsoring: "Armenian Cultural Days Stuttgart presented by YOU"
- ✓ Title and Cultural Days logo for corporate communications
- ✓ Exclusive integration into press work for the Armenian Cultural Days
- ✓ Nominated as title sponsor and logo print in all publications on the Armenian Cultural Days Stuttgart:
 - 150 A1 Posters - In the center and in districts of Stuttgart
 - 100 A2 posters - in restaurants, pubs, theaters and cultural institutions
 - 15,000 program flyers in the entire region (Ludwigsburg, Esslingen, Göppingen, Rems-Murr-Kreis, Böblingen, Neckar-Alb region)
 - 5,000 programs in the Stuttgart area, spread over highly frequented cultural institutions
 - Logo link to our homepage (www.armenische-kulturtage-stuttgart.de) and on our social network profiles
- ✓ Logo imprint on cultural day articles such as t-shirts and lanyards
- ✓ Roll-up of the company in the Hospitalhof Stuttgart, the main venue of the Armenian Cultural Days Stuttgart
- ✓ Full-page display (DIN-long, 10.9 x 21.4 cm, 4 C) in the program booklet (circulation at least 5,000)
- ✓ Personal invitation to prominent events
- ✓ Tickets (10 tickets of the best category for each event)



ARMENISCHE KULTURTAGE STUTTGART

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Our sponsoring packages:

The „GOLD-PACKAGE“ 3.000 EUR

- ✓ Title: Partner of the Armenian Cultural Days Stuttgart
- ✓ Title and Kulturtage logo for corporate communications
- ✓ Nomination as a partner and logo print in all publications on the Armenian Cultural Days Stuttgart:
- ✓ 150 A1 Posters - In the center and districts of Stuttgart
 - 100 A2 posters - in restaurants, pubs, theaters and cultural institutions
 - 15,000 program flyers in the entire region (Ludwigsburg, Esslingen, Göppingen, Rems-Murr-Kreis, Böblingen, Neckar-Alb region)
 - 5,000 programs in the Stuttgart area, spread over highly frequented cultural institutions.
 - Logo link to our homepage (www.armenische-kulturtage-stuttgart.de) and on our social network profiles
- ✓ Full-page display (DIN-long, 10.9 x 21.4 cm, 4 C) in the program booklet (circulation at least 5,000)
- ✓ Personal invitation to prominent events
- ✓ Tickets (6 tickets of the best category for each event)



ARMENISCHE KULTURTAGE STUTTGART

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Our sponsoring packages:

The „SILVER-PACKAGE“ 2.000 EUR

- ✓ Title: Partner of the Armenian Cultural Days Stuttgart
- ✓ Title and Kulturtage logo for corporate communications
- ✓ Nomination as a partner and logo print in all publications on the Armenian Cultural Days Stuttgart:
- ✓ 150 A1 Posters - In the center and districts of Stuttgart
 - 100 A2 posters - in restaurants, pubs, theaters and cultural institutions
 - 15,000 program flyers in the entire region (Ludwigsburg, Esslingen, Göppingen, Rems-Murr-Kreis, Böblingen, Neckar-Alb region)
 - 5,000 programs in the Stuttgart area, spread over highly frequented cultural institutions.
 - Logo link to our homepage (www.armenische-kulturtage-stuttgart.de) and on our social network profiles
- ✓ Half-page display (DIN-long, 10.9 x 10.5 cm, 4 C) in the program booklet (circulation min. 5.000)
- ✓ Personal invitation to prominent events
- ✓ Tickets (4 tickets of the best category for each event)



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Our supporter packages:

Further possibilities of support

Event-Partner

This partner provides services such as, for example, Catering for artists, drinks, garbage disposal etc. or advertising and advertising space (online and/or offline) free of charge.

Please call us or write us your ideas and wishes - together with you we develop your individual support package.

Tombola-Partner

During the cultural days, attractive daily prizes are promoted. Participate in this popular offer with high-quality top prizes and effectively strengthen your visibility as a sponsor.

The three top prizes are solemnly celebrated on the stage immediately before the final concert.

The Armenian community of Baden-Württemberg e.V. is also looking forward to every form of support for the Armenian Cultural Days in Stuttgart.



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The Organizer:

The Armenian Community of Baden-Württemberg e.V.

The Armenian community of Baden-Württemberg is one of the church communities of the diocese of the Armenian Apostolic Church in Germany. It is a recognized bearer of the free youth welfare service I. of § 75 SGB VIII of the children's and youth welfare law. The number of community members is about 5000.

In short

- ✓ Armenian worship has been held in Germany for more than 30 years.
- ✓ Culture is an important part of our service. Through cultural activities, our municipality creates a platform for dialogue between cultures. The Armenian Cultural Days Stuttgart play an important role here.
- ✓ The social service of our community consists on the one hand of supporting and advising asylum seekers, exchange students and community members in need, on the other hand in the development policy services for Armenia and for focal points with Armenian minorities.
- ✓ Children and youth work is very important in our community. With the Saturday school "Surb Mesrob Mashtoz" in Stuttgart, with the support of the Youth Committee, as well as with other projects and leisure activities, we are specifically promoting our children and young people.
- ✓ Our community is a member of important ecumenical and intercultural organizations (ACK BW, IKCGW, Forum of Cultures). It cooperates with several church, state and non-state cultural organizations from Armenia and Germany. Collaboration is very important to us.

✓ For more information, please visit

www.agbw.org



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USE THE ARMENIAN CULTURAL DAYS IN STUTTGART FOR AN ATTRACTIVE PRESENTATION OF YOUR COMPANY IN GERMANY AND ARMENIA!



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