Marriages as a specific means of diplomacy were widely used in the Middle Ages to strengthen political agreements by binding the contracting parties with ties of kinship. During the seven centuries of the existence of Mediaeval Bulgaria marriages; betrothals, and planned marriage alliances of political importance exceeded fifty. The overwhelming majority of them served the goals of foreign policy. Marriage ties connected different Bulgarian rulers or other representatives of the Bulgarian aristocracy practically with all the countries and nations with whom Bulgaria entered in major political contacts: with Byzantium, Serbia, Hungary, the Latin Empire, Wallachia, the Pechenegs, Tatars, Turks. However, forty-six per cent, with other words, nearly half of all known political marriages and planned weddings were connected with the relations between Bulgaria and Byzantium. Hence, these matrimonial ties deserve a more detailed examination. The article presents all attempts – both successful and failed – made in order to connect the First Bulgarian Tsardom and the Empire with marriage ties.