



100 JAHRE

SALZBURGER FESTSPIELE
17. Juli – 31. August 2021

SPONSORS AND PATRONS

Great thanks are due to all supporters who have stood by the Festival even during these difficult times, keeping faith in the institution. Without the active involvement of the sponsors and private donors, it would have been impossible to present the modified 2020 Festival and to extend the centenary celebrations through 31 August 2021.

GLOBAL SPONSORS

AUDI

Audi has been a global sponsor of the Salzburg Festival since 1995 and has extended this partnership to 2022. It is particularly the long-term nature of this partnership which is essential for the Festival's budget planning. On the occasion of the two anniversaries in the year 2020, the Festival's centenary and the 25-year anniversary of the partnership, Audi invites Festival visitors to take an eventful trip in 2021: on a tour of the city they can experience highlights of the Festival's history by means of a virtual-reality headset in an Audi e-tron. We are grateful for the fleet of all-electronic Audi vehicles – our global sponsor thereby contributes to greater sustainability at the 2021 Salzburg Festival.

SIEMENS

Siemens was a project sponsor of the Festival from 1995 to 1998 and has been a global sponsor since 1999. The contract has been extended through 2021. Thanks to Siemens, the Festival is able to offer a range of performances free of charge that is unique throughout the world. Since 2002, the Siemens>Festival>Nights have been the largest public screening of classical music in the world. Approximately one million people have enjoyed screenings of Festival performances on Kapitelplatz, free of admission. A dazzling atmosphere and an intriguing programme have made the Siemens Festival>Nights a fixture of the Salzburg Festival summer.

KÜHNE FOUNDATION

The Kühne Foundation has been a global sponsor of the Salzburg Festival since 2019. It thereby expanded the successful partnership substantially, which was established in 2013 for the Young Singers Project (YSP). The Kühne Foundation is especially interested in supporting talented young vocalists worldwide. Since the YSP could not take place in 2020 year due to the coronavirus pandemic, all 14 participants previously selected have been invited for 2021.

ROLEX

Rolex's commitment to the arts dates back to the 1970s when New Zealand soprano Dame Kiri Te Kanawa became the first cultural Testimonee. This commitment has developed to include many other leading artists, prestigious institutions and festivals. Among its brand ambassadors are Cecilia Bartoli, Jonas Kaufmann, Juan Diego Flórez, Sonya Yoncheva and Benjamin Bernheim. In 2012, Rolex became a global sponsor of the Salzburg Festival and exclusive sponsor of the Salzburg Whitsun Festival. This double partnership, which has been extended through 2027, means that the Salzburg Whitsun Festival is able to present an annual



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17. Juli – 31. August 2021

opera performance that is then revived during the summer programme. Furthermore, from 2021 Rolex supports the Herbert von Karajan Young Conductors Award.

PROJECT SPONSORS

Project Sponsors finance projects, which are artistically important but cannot be realized without additional financial help. Every year, the Salzburg Festival succeeds in winning sponsors from all over the world for new programming elements selected in advance by the Festival's Artistic Director.

UNIQA has been an important partner for the Salzburg Festival since 2004. Conversely, the Festival has been a fixed programme of UNIQA's corporate culture. For many years the focus of this collaboration has been on youth programmes. The company enables the Salzburg Festival to continuously expand its efforts in this field. The production of selected children's operas, youth camps and accompanying events for children and teenagers is made possible thanks to UNIQA's help. The contract has been extended through 2022.

Fortunately, **Raiffeisen Salzburg** will continue to be a partner of the Salzburg Festival. Education, social responsibility, ecology, sports, but also culture are part of the corporate self-concept of the Raiffeisen Banking Group. The idea of enabling the Festival to give the children's and youth programme *jung&jede*r* as a gift to young Festival visitors during the anniversary year met with open ears at Raiffeisen. Part of the voluminous children's and youth programme will take place throughout the extended centenary period through the autumn of 2021.

Solway Investment Group became a production sponsor of *La clemenza di Tito* in 2017. Since 2018, the company has been an official 'Sponsor of the Opera Camps' and has supported the Opera Camps for children and youth together with the Vienna Philharmonic and the Salzburg Foundation of the American Austrian Foundation. As part of the Opera Camps sponsorship activities, Solway also runs a fellowship programme for young talents from economically challenged countries. In 2019, the partnership was renewed and extended: Solway now additionally supports the Festival's significantly expanded youth programme *jung & jede*r*.

Swarovski and the Salzburg Festival are Austrian brands with world-wide appeal. Swarovski has sponsored the Salzburg Festival since 2013, not least through the donation of its magical and fascinating crystals for many costumes and stage sets. This support benefitted the production of *Manon Lescaut* in 2016, *Aida* in 2017, *Die Zauberflöte* in 2018, *Adriana Lecouvreur* and the costumes for *Orphée aux enfers* in 2019 as well as three years of *Jedermann*. In 2021, Swarovski is the partner for the production *Tosca*.

As a leader in helping the arts flourish across the globe, **Bank of America** has been a supporter of opera productions at the Salzburg Festival since 2014. In 2021, Bank of America will support the revival of the Mozart opera *Così fan tutte*. As a steadfast supporter of the arts



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worldwide, Bank of America's underwriting of the Salzburg Festival is an important part of the company's commitment to grow responsibly while bringing value to economies, society and the communities they serve.

The **Bundesimmobiliengesellschaft (BIG)** has been a close partner of the Salzburg Festival for many years: as the owner of the Großes Festspielhaus and the Kollegienkirche, it offers the Festival a home year after year. Maintenance of these buildings and the imminent renovation of the Großes Festspielhaus are a major contribution to the Festival. Furthermore, BIG supports the solo recital by Igor Levit this year.

The **V-A-C Foundation** enabled the Salzburg Festival to revive Romeo Castellucci's production of *Salome* in 2019. V-A-C is committed to the production of new culture, working with artists and audiences for its own exhibition, publishing, performance and learning programmes, and forming partnerships to develop initiatives that blur all genre boundaries. The partnership has been extended – in 2021, V-A-C will support the opera production *Don Giovanni*.

PRIVATE DONORS

The **Association of Friends of the Salzburg Festival** with its approximately 6,600 members has become one of the main financial pillars under the leadership of its President Heinrich Spängler. The Association contributes almost as much to the Festival budget as the City, State and Salzburg Tourism Board, who are responsible for deficit financing. For example, in addition to the Festival's programme presentations abroad, the Association underwrites the initiative *Festival Ticket = Bus Ticket*, an important measure to reduce individual traffic in the city. Special thanks are due to the members of the Golden Club and Silver Club from all over the world.

In addition, we thank the international Associations of Friends for their support: the German Association of Friends Bad Reichenhall e.V. (est. 1986), the Salzburg Festival Society in the USA (est. 2005), the Swiss Friends of the Salzburg Festival (est. 2012) and the Russian Friends of the Salzburg Festival (est. 2014). Just in time for the Salzburg Festival's centenary, another subsidiary of the Friends of the Salzburg Festival is about to be founded in France. 'Les Amis Français du Festival de Salzburg' will form the fifth subsidiary association. The Association of Friends is due to celebrate its 60-year anniversary in 2021, presenting a concert in memoriam Bernhard Paumgartner, the Festival President at the time and founder of the Association of Friends, among other events.

In addition, we particularly wish to thank the Festival's many private donors. First and foremost, these include **Professor Dr. h.c. mult. Reinhold Würth**, to whom Salzburg already owes a debt of gratitude for his contributions to the visual arts. He is also one of the great patrons of the Salzburg Festival and supports the *Ouverture spirituelle* in 2021.



100 JAHRE

SALZBURGER FESTSPIELE
17. Juli – 31. August 2021

Dr. Wolfgang Porsche has also been one of the great friends of the Salzburg Festival for decades. He is underwriting a new audience grandstand for *Jedermann* in 2021.

For many years, **Marcus Meier** and his wife have been supporting the Salzburg Festival with financial generosity and by attending the programme from beginning to end, from opera to concert and drama. Their enthusiasm gives us energy, even in powerless times of the coronavirus.

PRODUCT SPONSORS

The Salzburg Festival thanks its Product Sponsors, who donate high-quality materials, thereby contributing essentially to the 'total work of art' the Festival is. Four of them shall be mentioned here:

For six years, **Schlumberger** and **Champagne Louis Roederer** have supported the Festival with a specially bottled sparkling wine and champagne.

The Salzburg Festival is also delighted to have a local partner, Salzburg's **Stiegl Brewery**, donating its very popular beer.

Uedelhoven Studios will support the Festival once again in producing technically elaborate stage sets. In 2021 their expertise will benefit *Don Giovanni*.