The Würth Group extends its contract as a Main Sponsor of the Salzburg Festival through 2030



Festival President Kristina Hammer, Prof. Dr. h.c. mult. Reinhold Würth,
Artistic Director Karin Bergmann, Executive Director Lukas Crepaz © SF/Marco Borrelli

(SF, 12 November 2026) The Salzburg Festival and the Würth Group continue their successful, long-standing partnership: the Würth Group has extended its contract as a Main Sponsor of the Festival for three additional years, through 2030.

The collaboration with the Salzburg Festival goes back to 2016 and is closely tied to the person of Prof. Dr. h.c. mult. Reinhold Würth. Since then, support from the Würth Group has grown steadily, covering various programming areas – from the concert series *Ouverture spirituelle* to the youth programme *jung & jede*r*. Since 2025, the Würth Group has been one of the Salzburg Festival's Main Sponsors.

"The fact that the Würth Group has now extended its contract as a Main Sponsor for the first time is a particularly gratifying sign of trust," **says Festival President Dr. Kristina Hammer on behalf of the entire Directorate**. "We are united in our high esteem for the arts and culture as well as our exacting quality standards. We are delighted to continue this journey together, continuing to set new impulses. Our heartfelt thanks go to Reinhold Würth

and the Würth Group for their many years of friendship with the Salzburg Festival and the trust they place in our work."

"The first responsibility of an entrepreneur or corporation is to create and secure jobs. But our corporation would also like to make a modest contribution to society by supporting special cultural institutions and our own cultural activities," says **Prof. Dr. h.c. mult. Reinhold Würth**. "It is always impressive to see what the Festival's leadership presents year after year. It's unbelievable how different the artists are – no matter where they are from, it's an incredible kaleidoscope of human society."

The Würth Group is the global market leader in the development, production, and sale of fastening and assembly materials and the life work of Prof. Dr. h.c. mult. Reinhold Würth, who transformed his father's two-person company into an internationally leading operating group with more than 2,800 branch offices and shops in 80 countries.

The partnership with the Salzburg Festival underlines the corporation's cultural activities, which have always been a fixed part of its corporate culture. Openness, internationality and quality are among the principles which also mark its cooperation with the Salzburg Festival. Supporting a vibrant cultural landscape and social wellbeing reflects central aspects of Würth's philanthropy, which is focused on the arts, culture, education, sports and social welfare.

For more than 30 years, the City of Salzburg has owed Prof. Dr. h.c. mult. Reinhold Würth and the Würth Group a debt of gratitude mainly in the visual arts, as he supported projects which shaped the cityscape in significant ways. One example is the art project *Walk of Modern Art*, which has created an art trail in the heart of the world heritage city over the course of ten years, a trail which is unique throughout the world. Today it includes 13 sculptures by internationally renowned artists in some of the most beautiful locations in Salzburg. Since 2013, the Würth Collection has permanently loaned the works exhibited in the *Walk of Modern Art* to the City of Salzburg. Apart from his responsibility for his employees and company, social responsibility plays a central role for Reinhold Würth.

The press photograph can be found here:
https://www.salzburgerfestspiele.at/fotoservice/wuerth-gruppe-verlaengert-ihr-engagement-als-hauptsponsor