



Patronage

One of Freixenet's social commitments throughout its history has been traditional patronage as well as sponsorship of different kinds. The Ferrer Sala family wanted to promote this activity through Freixenet, thereby consolidating its business culture not only as an element of specific, qualitative communication, but also as a commitment to the

society which has welcomed its products so warmly.

Freixenet has focussed this sponsorship activity at all levels, aware that through its help it could support actions of different natures and in different locations, actions which without this support could not have taken place, or certainly not to the same degree of perfection.

Evolution of Freixenet's sponsorship activities has gone hand in hand with the company's own development. It began through small-scale, local patronage in Sant Sadurní d'Anoia which its founders started in the early days to contribute to education and culture through the *Col·legi Sant Josep* [Saint Joseph primary school] (on whose board Mr José Ferrer Sala sits) and other of the town's cultural bodies. It also supported local sport, above all hockey, enabling the sport to develop to its full potential, constituting 18 teams, from the small fry to the professionals. This professional team, to the great satisfaction of the entire town of Sant Sadurní d'Anoia, now plays in the division of honour, has been winner of the Champions League on several occasions and the European Cup once. We should not forget the company's constant concern and sensitivity for conserving the environment by organising continual replanting schemes and collaborating with organisations that are trying to preserve our environment.

As Freixenet grew, so too did its sponsorship, in such a way that it began to collaborate with such atypical institutions for a Spanish company as the San Francisco MOMA, or the MET in New York, enabling a sparkling introduction of its *cavas* into the United States from the seventies onward. Naturally Catalonia and Spain are where it has concentrated the greater part of its sponsorship. Its collaborations with the *Centro de Arte Reina Sofía*, the *Escuela Superior de Música Reina Sofía*, MACBA, MNAC, *Gran Teatre del Liceu* and the *Palau de la Música Catalana*, the *Sent Soví* and *Llavor de Lletres* prizes have been striking for many years, not to forget the historic occasions when it lent its support to Barcelona's Olympic Candidature and COOB '92.