

# BIL and den Atelier extend their musical adventure



BIL and den Atelier are pleased to announce the renewal of their partnership, which began in 2016. Celebrating its 10th anniversary this year, the collaboration reflects a shared commitment to bringing live music to audiences across Luxembourg.

For a decade, BIL has supported den Atelier, event organiser and operator of the iconic venue on rue de Hollerich. The aim of this renewed collaboration: to continue promoting musical diversity in Luxembourg and to offer the public unforgettable live experiences.

*“Since 2016, our partnership with Den Atelier perfectly illustrates BIL’s desire to support access to live music and contribute to the vibrancy of Luxembourg’s cultural life. Ten years later, we are prouder than ever to extend this adventure and to continue making live music resonate at the heart of our country with the biggest international stars,”* says Jeffrey Dentzer, CEO of BIL.

*“BIL has been a long-standing and loyal partner of den Atelier, standing by our side not only during years of intense activity, but also during the Covid period, when live music came to a near standstill. This unwavering support meant a great deal to us. We are proud and grateful to count BIL as a strong partner and an integral part of the den Atelier family,”* says Michel Welter, Managing Partner at A-Promotions.

# **10 x 30 x 170 = amazing concerts in 2026!**

The year 2026 represents a symbolic milestone for both partners, symbolizing a decade of dynamic collaboration and thousands of unforgettable concerts shared with music enthusiasts and the Bank's clients. For BIL, established in 1856, 2026 marks its 170th anniversary, while den Atelier only recently celebrated its own 30th anniversary. To seize this unique occasion, the two partners are joining forces to launch an exciting social media contest, offering music fans the chance to win the coveted Purple Pass: a pass for two granting access to every concert organized by den Atelier throughout the 2026 season.

## **A sponsorship strategy with an impact**

The partnership with den Atelier is part of BIL's sponsorship strategy, which aims to support initiatives that are meaningful for Luxembourg society. The Bank is actively involved in four key areas:

- Culture, by facilitating access to artistic events and supporting local creation.
- Sport, by supporting athletes and encouraging sports practice as a vector of cohesion and health.
- Education, by supporting educational projects and initiatives that contribute to the development of younger generations.
- Entrepreneurship, by encouraging innovative projects with a positive impact on the national economy and supporting entrepreneurs.

Through these commitments, BIL reaffirms its desire to contribute to Luxembourg's dynamism and to strengthen the ties between the bank and society.