

CaixaBank evolves its sponsorship activations through intergenerational bonds and football clubs

- **The new activation programme ‘Generations’ pays tribute to families who pass down their passion for football from one generation to the next, reinforcing CaixaBank’s main objective with these sponsorships: to bring clubs closer to their fans**
- **CaixaBank leads innovation in social activations across all its sport sponsorships to strengthen the connection with supporters**
- **With over 30 years of experience, CaixaBank has a solid sponsorship strategy linked to professional football clubs and their fanbases in Spain, establishing itself as the bank of football clubs. It is the official sponsor of 13 men’s First League teams, 13 men’s Second League teams, and nine of the 16 women’s First League teams.**

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This December, CaixaBank, a leading sports sponsor in Spain, is launching the ‘Generations’ programme, an innovative social activation that will start with Atlético de Madrid and Girona FC and will extend to other professional football clubs sponsored during the 2025–2026 season.

The aim is to pay tribute to families who, generation after generation, keep alive their passion for football and their team, strengthening the bond between the club and its fans through unique and exclusive experiences that will involve and engage the clubs’ players.

The ‘Generations’ programme is based on the knowledge that passion and loyalty both for football and for the personal financial institution are often inherited within families — a legacy passed from grandparents to parents and from parents to kids. As the official bank of the participating clubs, CaixaBank wants to honour these loyal families by offering them the chance to enjoy unforgettable experiences alongside their teams.

The activation includes a drawing contest for kids, where grandchildren have to depict their passion for the club and express family football memories, with the collaboration of parents and grandparents. Winning families, spanning three generations, will enjoy a *Meet & Greet* with players, an exclusive stadium tour, and VIP tickets for key matches.

Additionally, through this activation, the winning families will have the opportunity to meet club legends, experience the pre-match warm-up from the pitch, and receive an exclusive gift to commemorate the experience.

All the initiative will be documented in a video shared on CaixaBank's and the clubs' social media channels, as well as in media, amplifying the reach and impact of the initiative.

This new football-related activation represents a step forward compared to the actions previously implemented by the financial institution. With a clear focus on promoting these social activations, CaixaBank focuses on intergenerational support and on the transmission of values and emotions that define both football and the bank's purpose.

The 'Generations' programme reinforces CaixaBank's commitment to society and sport, consolidating its position as a benchmark in sports sponsorship and in creating experiences that go beyond purely commercial objectives.

CaixaBank, the bank of football clubs

CaixaBank has a solid sponsorship strategy linked to professional football clubs and their fanbases in Spain, establishing itself as the bank of football clubs, as it is the official sponsor of 13 First League teams and 13 Second League teams. In addition, CaixaBank sponsors 9 of the 16 women's First League teams.

For CaixaBank, sport sponsorship is a strategic communication tool that helps convey values shared with the practice of sport, such as leadership, effort, personal development, and teamwork. Through sponsorship, the financial institution promotes cultural, social and economic progress, in line with its founding values and its commitment to society.

CaixaBank drives a wide range of activation initiatives aimed at bringing clubs closer to their supporters while also supporting business development. Under each agreement, the institution works closely with clubs to offer unique experiences to members and fans and, at the same time, to promote exclusive financial benefits.

The aim of this strategy is to increase brand awareness, attract and retain each team's supporters by turning them into clients, and seize new business opportunities arising from initiatives in agreement with the sponsored football clubs.