

# SPORTS MARKETING IN JAPAN IS HEATING UP!

INNOVATIVE BRANDING STRATEGIES THAT DRIVE FANS  
AND ELEVATE CORPORATE VALUE.

Wednesday • February 25, 2026 • 09:00 CET • Online

ENGLISH • 日本語



## ⚽ FC TOKYO

The J. League club boosts **in-stadium fan experience** through collaboration with **overseas startups** and **innovative digital technologies**.

*Speaker:* **Sachiko YAMAGUCHI**  
(President's Office in FC Tokyo)



## 🏀 ALVARK TOKYO

The B. League club shares insights into its flagship project “**ALVARK Will**,” focusing on how the project enhances **corporate and club value** while driving stadium-based sustainability initiatives, including efforts toward carbon emission neutrality.

*Speaker:* **Ken KURIMORI**  
(Head of Corporate Planning & SR Group Manager in Alvark Tokyo)

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