



# 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)

REGISTER FOR FREE

<https://forms.gle/yVptrVjgQ215Z6Rr9>

