

Sports and Sponsorship Activities

As an enterprise that creates entertainment, we are also proactive about doing its part for activities that translate into contributions to the community.

It is our firm belief that by sponsoring various activities that inspire feelings of enjoyment and other emotions in people, we can help realize an enriched, peaceful society.

Universal Entertainment Athlete Club



Proud members of the Club

As a global entertainment company that continues to spread fun and enjoyment throughout the world, we wish to show our support for people who are doing their very best. That sentiment inspired us to establish the Aruze Athlete Club (now the Universal Entertainment Athlete Club) in January 2004. Under the guidance of the late Yoshio Koide, the renowned coach behind the development of numerous star athletes, the athletes and staff members of the Club have collectively strived to realize their dreams while engaging in heated rivalry on a day-to-day basis.

Club athletes have endured rigorous training to perform brilliantly in major

competitions on numerous occasions. Their achievements go beyond domestic competitions to include representation of Team Japan at international ones hosted in Daegu, London, Moscow, Beijing, Hangzhou, and many other cities.

In 2024, the Club marked the 21st year since its inception. As we continue to support activities that help promote sports culture and contribute to the community, we will convey the power of dreams and emotion to more and more people. Please cheer on the athletes of the Club as they keep building on their earnest efforts to make Japan a brighter place through the power of sports.

■ Key Achievements in Recent Years

Azusa Sumi	2015 IAAF World Championships in Athletics in Beijing	5,000m	Team Japan
Mirai Waku	2016 22 nd World Half Marathon Championship	Half marathon	Team Japan
	2019 Hokkaido Marathon	Full marathon	1 st place
	17 th Asian Marathon Championships	Full marathon	4 th place (Team Japan)
	2021 Nagoya Women's Marathon	Full marathon	4 th place
	2022 Nagoya Women's Marathon		Qualified for MGC
Naomi Muthoni Team	2023 The 19 th Asian Games Hangzhou 2022	Full marathon	Team Japan
	2021 105 th Japan National Championships	5,000m	1 st place (open participation)
	2021 41 st All-Japan Women's Corporate Ekiden Marathon	Long-distance relay road race ("Ekiden")	7 th place
Hibiki Onishi	2022 50 th Yamaguchi All-Corporate Half Marathon Championships	10km	2 nd place
Yuka Sarumida	2022 105 th Japanese Athletics Championships Cross-Country	Senior 8km	2 nd place
Rui Aoyama	2022 The Combined 10 th Osaka Marathon and 77 th Lake Biwa Mainichi Marathon	Full marathon	3 rd place

Okada Museum of Art Cup Women's Shogi Masters Tournament

The Women's Shogi Masters Tournament, which dates back to the emergence of professional female shogi (Japanese chess) players, has the longest history and tradition of any of the sport's title bouts held at present. Since 1993 (the 20th tournament), Universal Entertainment has been a special sponsor of this tournament with the intention of contributing to the forward development of the mind sport of women's shogi and, by extension, the promotion of Japanese culture.

In the 49th tournament held in 2023, two title-holder Tomoka Nishiyama, who won the right to challenge the champion in her first league appearance, took on sitting champion Sae Ito, who had secured her long-sought first title after nine tries. Winning three games out of this dramatic five-game series to determine whether Nishiyama or Ito would win or defend the crown for the first time, Nishiyama emerged as the tournament champion.

Going forward, we will continue striving to breathe fresh life into women's shogi and achieve the further growth and development of the sport through tournament host Okada Museum of Art, whose mission is to communicate Japanese and Asian culture to the rest of the world and contribute widely to the creation of culture.

*Titles are current as of April 2023.



Tomoka Nishiyama after her first Women's Shogi Masters Tournament championship win