Sports and Sponsorship Activities

As an enterprise that creates entertainment, Universal Entertainment also seeks to actively contribute to the promotion of sports and the nurturing of culture. It is our firm belief that by sponsoring various activities that make people feel enjoyment and emotion, we can help realize an enriched, peaceful society.

Universal Entertainment Athlete Club

As a global entertainment company that spreads fun and enjoyment, we wish to show our support for people who are doing their very best. That is why we established the Aruze Athlete Club, now the Universal Entertainment Athlete Club, in January 2004. Backed by the full support of the Sakura Athlete Club headed by Yoshio Koide, the renowned coach behind the development of numerous star athletes, members of the Club engage in heated rivalry and strive daily to realize their track dreams in Sakura City where they are based while also serving as our employees.

Club members have overcome rigorous training to reclaim their top seat in Japan by taking first nationwide in the All-Japan Women’s Corporate Ekiden Marathon upon the ninth year since the Club’s inauguration in 2012 and again five years later in 2017. Overseas, the Club has gone on to represent Japan in numerous international competitions such as the World Championships in Athletics and the Olympics. Even now, club members are engaged in vigorous daily preparation for the Tokyo Olympics in 2020. As we continue to support activities that help promote sports culture and contribute to regional society, we will convey the power of dreams and emotion to more and more people. Please cheer on the Universal Entertainment Athlete Club as it keeps building on its earnest efforts to make Japan a brighter place through the power of sports.

<Key Achievements during Fiscal 2017>

February 19, 2017
The 51st Ohme 30 & 10 Km Road Race
Mai Shimozuka, 1st (10km)

October 6, 2017
72nd National Sports Festival of Japan
Tomoka Kimura, 1st (5,000m)

October 15, 2017
Melbourne Marathon 2017
Nanaka Izawa, 4th (half marathon)

November 26, 2017
37th All-Japan Women’s Corporate Ekiden Marathon
Yuka Sarumida, etc., 1st

Okada Museum of Art Cup
Women’s Shogi Masters Tournament

The Women’s Shogi Masters Tournament, which dates back to the original professional female shogi (Japanese chess) players, is the sport’s pinnacle and longest-running title bout. Since 1993, we have been a special sponsor of this tournament with the intention of contributing to the forward development of the sport and the promotion of Japanese culture.

In January 2016, the very first game of the Okada Museum of Art Cup was held since we changed the name of the cup we sponsor from the “Universal Cup.”

In the 44th tournament held this year, Second-Dan pro Sae Ito faced off against Kana Satomi, who held the record for straight tournament championship victories with eight under her belt. Satomi proceeded to win three straight rounds from the first one onwards and brought her consecutive championship victories and the new record to nine.

With its mission of communicating Japanese and Asian culture to the rest of the world and contributing widely to its creation, the Okada Museum of Art has brought a new angle to the tournament, one that we hope will help further grow and develop women’s shogi.

Satomi set a new record in 2018 with nine straight tournament championship victories.