

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



Proud members of the 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 make a series of stunning competitive achievements, such as placing first nationwide in the All-Japan Women's Corporate Ekiden in 2012, the ninth year since the Club's inauguration.

Overseas, the Club has gone on to represent Japan in numerous international competitions such as the 2009, 2011 and 2013 World Championships

in Athletics that were respectively held in Berlin, Daegu and Moscow as well as the 2012 Summer Olympics in London. 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 2015>

March 28, 2015
41st World Cross Country Championships
Tomoka Kimura, 63rd

August 27, 2015
15th World Championships in Athletics
Azusa Sumi, 11th in qualifying round, second group (5,000m)

December 13, 2015
35th All-Japan Women's Corporate Ekiden
Natsuko Goto, etc., 3rd

March 25, 2016
22nd World Half Marathon Championships
Mirai Waku, 68th

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."

The 42nd tournament, which pitted Kana Satomi against Sixth-Dan shogi pro Ichiyo Shimizu, began with a heated eight hour-long first round and lasted to the final round. With her victory, Satomi achieved seven straight championship victories, the most on record for the tournament.

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.



In 2016, Kana Satomi became the first player to win seven straight championships.