

# Call for sponsors and partners for UK in Japan 2019-20



**GREAT** *for* **PARTNERSHIP**  
BRITAIN & NORTHERN IRELAND

## • UK IN JAPAN 2019 - 20 •

The British Embassy and British Council in Japan are looking for sponsors and partners to help deliver the UK in Japan campaign which runs from September 2019 to October 2020, coinciding with the Rugby World Cup 2019 and Tokyo 2020 Summer Olympics and Paralympics.

As host country of the 2019 Rugby World Cup and 2020 Olympic and Paralympic Games, Japan is set to enjoy an unparalleled moment in the international spotlight. We will use this once in a lifetime opportunity to showcase UK excellence and forge new UK-Japan partnerships, via a full campaign running across Japan in partnership with the British Council.

Using the catalyst of these two global sporting moments the UK aims to showcase its excellence in business, innovation, culture, the arts, education, and diversity and inclusion. A series of events and activities, including GREAT sector weeks and a diverse Cultural Programme, will take place across all of these themes to demonstrate the strengths and opportunities for continued and new partnerships between the UK and Japan, and the UK House hosted at the Ambassador's Residence will be the focal point for all British Government Departments during the campaign. It will be the ideal location to create future partnerships, demonstrate commitment to the UK, drive exports and meet investors and celebrate the very Best of British in key sectors such as Energy, Fintech, Creativity, Automotive, Health and Diversity and Inclusion, amongst others.

Sponsorship offers exceptional platforms for companies to:

- Gain significant commercial exposure, through a strategically important campaign aligned with global events in a key market
- Showcase the UK as a powerhouse of innovation and expertise in all core sectors to an influential and relevant audience
- Align with the UK Government and British values
- Work in partnership with us to create content and help attract a high profile and relevant audience
- Use our global platform to do business

All our sponsorship and partnership opportunities can be tailored to help individual businesses exploit the platform that the UK in Japan campaign provides. We will develop bespoke partner rights packages for businesses of that are interested in supporting the UK Government presence. This can be in the form of direct financial support or value in kind support, in the form of a free product or service.

Any company wishing to register an expression of interest should contact:

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