RUGBY
WORLD CUP™
JAPAN日本2019
OFFICIAL HOSPITALITY AGENT

# RUGBY WORLD CUP 2019™, JAPAN OFFICIAL HOSPITALITY

In Japan for the first time, the experience of a lifetime.

The 38cm high silver trophy gilded in gold known as the Webb Ellis Cup (“Bill”), has been presented to the winner of the Rugby World Cup™ since the competition began in 1987. The Pineapple that sits on the top of its’ cover is a symbol of welcome, hospitality and celebration.


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# RUGBY WORLD CUP™

## History

Hosted once every 4 years, Rugby World Cup is rugby's showcase event.
It first began in 1987 and was won by New Zealand who have now secured a record 3 titles (2011 & 2015).
The other winners include Australia in 1991 & 1999, South Africa in 1995 & 2007, and England in 2003.
In 2019, Japan will become the first Asian nation to host Rugby World Cup. The success of Rugby World Cup 2019™ is the biggest challenge in the history of Japan rugby.

## Growth of Rugby

Rugby is growing at an unprecedented rate around the world and the financial success of Rugby World Cup enables World Rugby to fund the development and growth of the game worldwide.
World Rugby's revenue is reinvested directly back into the game via the member unions and targeted funding programmes.

# RUGBY WORLD CUP 2015 (England)

Record numbers of spectators and viewers engaged with RWC 2015 tournament.
2015 welcomed millions of fans to host cities, fan zones and venues.

- 460,000 fans visited from overseas
- Over 1 million fans engaged 15 official fan zones
- 6,000 volunteers signed up
- Record Japanese TV audience of 25 million watched match against Samoa
- Broadcast in 209 countries
- £2.3 billion (JPY348 billion) economic output generated, £1.1 billion (JPY166 billion) directly added to the UK GDP

*FX rate GBP1 = JPY151.35 (as of 1st Dec 2017)

Source : ER2015 (Tournament related statistics) / IMG Media (Broadcast related statistics) / Ernst & Young (The economic impact of Rugby World Cup 2015)

# RUGBY WORLD CUP 2019™, JAPAN
# Anticipated...

Hosting a major event is often accompanied by a feeling of local pride and a feel good factor.
There are social benefits as a result of national unity and assisting social inclusion.
Japan will be at the centre of the rugby world in 2019 and will enjoy:

- Legacy improvements to infrastructure across the nation
- 410,000 spectators from overseas
- National boost to 12 host cities
- TV Media coverage of 800 million households worldwide
- Viewing audience across 210 countries

Source : JR2019 (Tournament related projections) / IMG Media (Broadcast related projections)

# DATES

RUGBY WORLD CUP 2019™

JAPAN

20 Sep – 2 Nov 2019

# POOL DRAW

| POOL A | POOL B | POOL C | POOL D |
| --- | --- | --- | --- |
| IRELAND | NEW ZEALAND | ENGLAND | AUSTRALIA |
| SCOTLAND | SOUTH AFRICA | FRANCE | WALES |
| JAPAN | ITALY | ARGENTINA | GEORGIA |
| RUSSIA | AFRICA 1 | USA | FIJI |
| SAMOA | REPECHAGE WINNER | TONGA | URUGUAY |

# VENUES

**Sapporo Dome**
Sapporo City

**Kamaishi Recovery Memorial Stadium**
Iwate Prefecture, Kamaishi City

**Tokyo Stadium**
Tokyo Metropolitan

**Kumagaya Rugby Stadium**
Saitama Prefecture, Kumagaya City

**City of Toyota Stadium**
Aichi Prefecture, Toyota City

**Kobe Misaki Stadium**
Kobe City

**International Stadium Yokohama**
Kanagawa Prefecture, Yokohama City

**Shizuoka Stadium Ecopa**
Shizuoka Prefecture

**Hanazono Rugby Stadium**
Osaka Prefecture, Higashiosaka City

**Fukuoka Hakatanomori Stadium**
Fukuoka Prefecture, Fukuoka City

**Kumamoto Stadium**
Kumamoto Prefecture, Kumamoto City

**Oita Stadium**
Oita Prefecture

# MATCH SCHEDULE

## Tokyo Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Friday 20 September | - | Opening Ceremony | 18:30 |
| Friday 20 September | A | Japan v Russia | 19:45 |
| Saturday 21 September | C | France v Argentina | 16:15 |
| Sunday 29 September | D | Australia v Wales | 16:45 |
| Saturday 05 October | C | England v Argentina | 17:00 |
| Sunday 06 October | B | New Zealand v Africa 1 | 13:45 |
| **Saturday 19 October** | **-** | **QF2: W Pool B v RU Pool A** | **19:15** |
| **Sunday 20 October** | **-** | **QF4: W Pool A v RU Pool B** | **19:15** |
| **Friday 01 November** | **-** | **Bronze Final** | **18:00** |

## International Stadium Yokohama

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Saturday 21 September | B | New Zealand v South Africa | 18:45 |
| Sunday 22 September | A | Ireland v Scotland | 16:45 |
| Saturday 12 October | C | England v France | 17:15 |
| Sunday 13 October | A | Japan v Scotland | 19:45 |
| **Saturday 26 October** | **-** | **SF1: W QF1 v W QF2** | **17:00** |
| **Sunday 27 October** | **-** | **SF2: W QF3 v W QF4** | **18:00** |
| **Saturday 02 November** | **-** | **Final** | **18:00** |

## Sapporo Dome

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Saturday 21 September | D | Australia v Fiji | 13:45 |
| Sunday 22 September | C | England v Tonga | 19:15 |

## City of Toyota Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Monday 23 September | D | Wales v Georgia | 19:15 |
| Saturday 28 September | B | South Africa v Africa 1 | 18:45 |
| Saturday 05 October | A | Japan v Samoa | 19:30 |
| Saturday 12 October | B | New Zealand v Italy | 13:45 |

## Kumamoto Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Sunday 06 October | C | France v Tonga | 16:45 |
| Sunday 13 October | D | Wales v Urugay | 17:15 |

## Kamaishi Recovery Memorial Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Wednesday 25 September | D | Fiji v Uruguay | 14:15 |
| Sunday 13 October | B | Africa 1 v Repechage winner | 12:15 |

## Hanazono Rugby Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Sunday 22 September | B | Italy v Africa 1 | 14:15 |
| Saturday 28 September | C | Argentina v Tonga | 13:45 |
| Thursday 03 October | D | Georgia v Fiji | 14:15 |
| Sunday 13 October | C | USA v Tonga | 14:45 |

## Oita Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Wednesday 02 October | B | New Zealand v Repechage winner | 19:15 |
| Saturday 05 October | D | Australia v Uruguay | 14:15 |
| Wednesday 09 October | D | Wales v Fiji | 18:45 |
| **Saturday 19 October** | **-** | **QF1: W Pool C v RU Pool D** | **16:15** |
| **Sunday 20 October** | **-** | **QF3: W Pool D v RU Pool C** | **16:15** |

## Kumagaya Rugby Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Tuesday 24 September | A | Russia v Samoa | 19:15 |
| Sunday 29 September | D | Georgia v Uruguay | 14:15 |
| Wednesday 09 October | C | Argentina v USA | 13:45 |

## Kobe Misaki Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Thursday 26 September | C | England v USA | 19:45 |
| Monday 30 September | A | Scotland v Samoa | 19:15 |
| Thursday 03 October | A | Ireland v Russia | 19:15 |
| Tuesday 08 October | B | South Africa v Repechage winner | 19:15 |

## Shizuoka Stadium Ecopa

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Saturday 28 September | A | Japan v Ireland | 16:15 |
| Friday 04 October | B | South Africa v Italy | 18:45 |
| Wednesday 09 October | A | Scotland v Russia | 16:15 |
| Friday 11 October | D | Australia v Georgia | 19:15 |

## Fukuoka Hakatanomori Stadium

| DATE | POOL | MATCH | KICK OFF TIME |
|---|---|---|---|
| Thursday 26 September | B | Italy v Repechage winner | 16:45 |
| Wednesday 02 October | C | France v USA | 16:45 |
| Saturday 12 October | A | Ireland v Samoa | 19:45 |

# THE DIFFERENT TYPES OF HOSPITALITY

There are many different types of hospitality.
These can range from hospitality experiences inside a stadium or outside, but all include the very best match tickets and some form of entertainment, food and beverages.

| Hospitality Type | Official Hospitality Package Options | Available Venues | Dining |
|---|---|---|---|
| **Outside Stadium Temporary Structure - Private Suite** | **Webb Ellis Suite*** | **Yokohama** | **Private** (Minimum 20 guests) |
| **Outside Stadium Temporary Structure - Restaurant** | **Webb Ellis Pavilion** | **Yokohama** | **Shared restaurant** |
| **In Stadium Lounge** | **Platinum** | **Sapporo, Kumagaya, Tokyo, Shizuoka, Toyota, Higashiosaka, Kobe, Fukuoka, Oita, Kumamoto** | **Shared restaurant** |
| **Offsite Unique Venue** | **Diamond Dinner** | **Tokyo, Yokohama, Kamaishi** | **Shared restaurant** |
| **Offsite Venue** | **Gold** | **All venues except Kamaishi** | **Shared restaurant** |

*Webb Ellis Suite : Internal branding available. Available as part of a linked match series only.

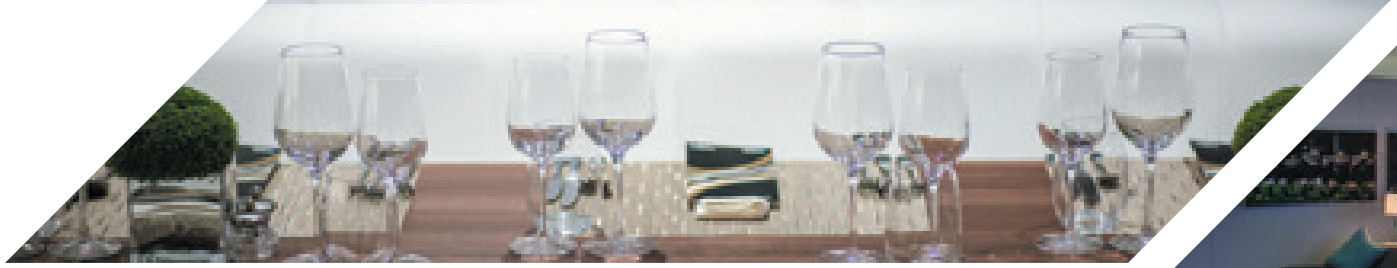
Outside Stadium Temporary Structure
(Yokohama only)
Private Suite
Webb Ellis Suite
Restaurant
Webb Ellis Pavilion
カテゴリーA
Offsite Venue
Gold
In Stadium Lounge
Platinum
Offsite Unique Venue
Diamond Dinner
*An evening before the match

*This image is from Rugby World Cup 2015 hospitality, highlighting the exclusive location of the temporary structure adjacent to Twickenham stadium.

# EXAMPLE MATCH-DAY EXPERIENCE

*as per Rugby World Cup 2015

1. Arrive approximately 3 hours prior to the match
2. Gain early access to the hospitality lounge
3. Be welcomed with a drink on arrival, and take in the vibrant atmosphere
4. Enjoy superb pre-match hospitality with guest speakers from the world of Rugby while you enjoy food and drinks in an exquisite atmosphere
5. Make your way directly to your Category A seats in the stadium just a short stroll away
6. Enjoy Post-match entertainment, food and beverage at the hospitality venue allowing the crowd to clear



# OUTSIDE STADIUM TEMPORARY STRUCTURE - PRIVATE SUITE

Your private Webb Ellis Suite is yours to make your own. You have the opportunity to design a unique hospitality experience for your guests from a range of theming and branding options, through to gourmet dining with a choice of formal or informal styles.
Conveniently situated metres from the entrance to the stadium, you and your guests will be guaranteed the very best seats available to enjoy the world class Rugby on display.

# Webb Ellis Suite

A Webb Ellis Suite is the ultimate private space for giving your clients, friends or family an unforgettable day at the biggest and most exciting sporting tournament of the year. Located adjacent to International Stadium Yokohama, the Suite is available for a minimum of 20 guests and includes all 7 fixtures hosted at the stadium. Tailored and branded to your requirements, you and your group will receive the highest standard of service in the unique and prestigious setting and then watch the match drama unfold from the very best Category A seats.

- Early access to your exclusive Rugby World Cup 2019™ Webb Ellis facility
- Internal branding options available within your private suite
- Private suites configured for a minimum of 20 VIP guests
- Includes all 7 matches at Yokohama Stadium
- Welcome drinks reception on arrival
- Gourmet meal with a choice of either formal or relaxed service styles
- Complimentary bar with specially selected fine wines, premium beers, sake and soft drinks
- Post-match food and beverage service
- Official Rugby World Cup 2019 match programme, itinerary, map and exclusive hospitality accreditation
- Commemorative Rugby World Cup 2019 Souvenir
- Attentive, personal service from your dedicated management and hosting staff

# OUTSIDE STADIUM TEMPORARY STRUCTURE - RESTAURANT

Located adjacent to International Stadium Yokohama, The Webb Ellis Pavilion is a unique hospitality environment designed to celebrate the excitement of the tournament. The package combines contemporary hospitality with the best quality dining experience and Category A seats. Experience the excitement and unique buzz of the Rugby World Cup™ atmosphere with your guests before and after the match. You and your guests will be treated to a variety of sophisticated and specially created dishes.

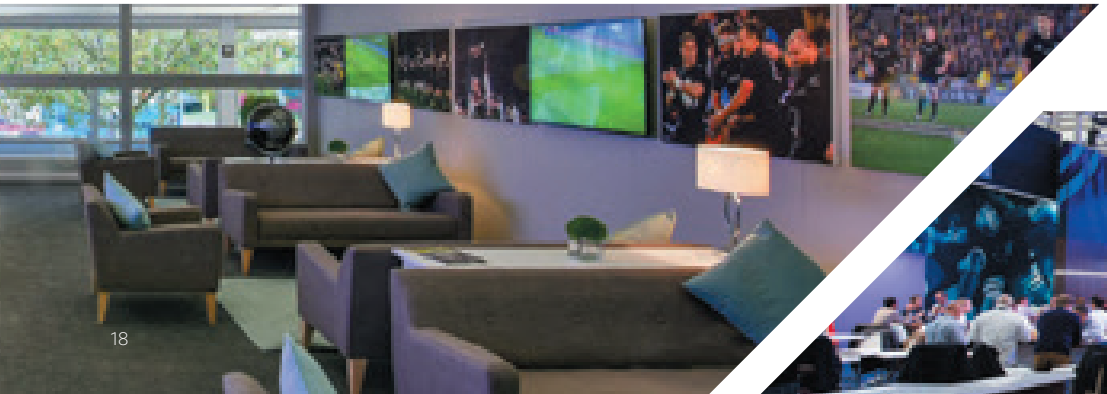
# Webb Ellis Pavilion

The Webb Ellis Pavilion is located alongside the International Stadium Yokohama and delivers top-quality hospitality in an environment specifically designed to celebrate the excitement of the tournament. On arrival at the Pavilion you will be guided to an exclusive drinks reception before enjoying the highest quality dining experience. You and your guests will then watch the match from the comfort of your Category A seats before returning to the VIP restaurant for post-match hospitality.

- Early access to the exclusive Rugby World Cup 2019™ Webb Ellis Pavilion
- Reserved Category A match ticket with seating under cover
- Private tables for reservations of 10 guests
- Pre and post-match live entertainment programme featuring expert guest speakers
- Welcome drinks reception on arrival
- Gourmet contemporary dining experience celebrating Western and Japanese cuisines
- Complimentary bar with specially selected fine wines, premium beers, sake and soft drinks
- Official Rugby World Cup 2019 match programme, itinerary, map and exclusive hospitality accreditation
- Commemorative Rugby World Cup 2019 Souvenir
- Attentive, personal service from the dedicated management and hosting staff

# IN STADIUM LOUNGE

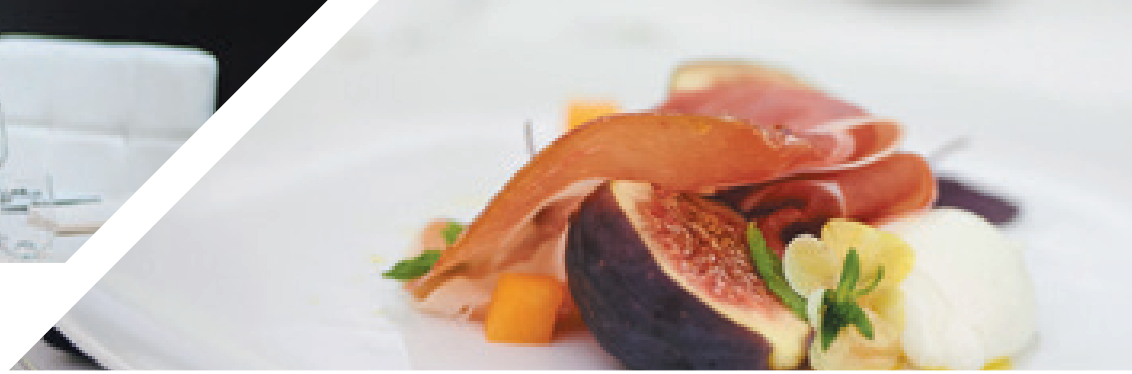
A classic hospitality experience that includes a Category A seat, great dining and entertainment. Located in-stadium, this hospitality experience is for guests who wish to be at the heart of the build-up and action of the game. On arrival at the stadium you and your guests will enjoy a drinks reception, followed by contemporary dining in the exclusive lounge whilst being entertained by guest speakers from the world of Rugby.



# Platinum

Experience the vibrancy of a shared business lounge style VIP experience inside or next to the stadium. This hospitality has been created for guests who appreciate the atmosphere that match day brings alongside the ease and access of watching the drama unfold from your exclusive Category A seats.

- Access to an exclusive corporate lounge
- Reserved Category A match ticket with seating under cover
- Pre and post-match analysis by guest speakers
- Welcome drinks reception on arrival
- Contemporary Japanese and Western style cuisine
- Complimentary bar with specially selected fine wines and premium beers served throughout the match
- Post-match food and beverage service
- Official Rugby World Cup 2019™ match programme, itinerary, map and exclusive hospitality accreditation
- Commemorative Rugby World Cup 2019 Souvenir
- Attentive, personal service from the dedicated hosting staff



# OFFSITE UNIQUE VENUE

Held on an evening before selected matches, a convivial fine dining experience will raise the anticipation of the up-coming matches. High profile guest speakers will give unique insights on the forthcoming games.

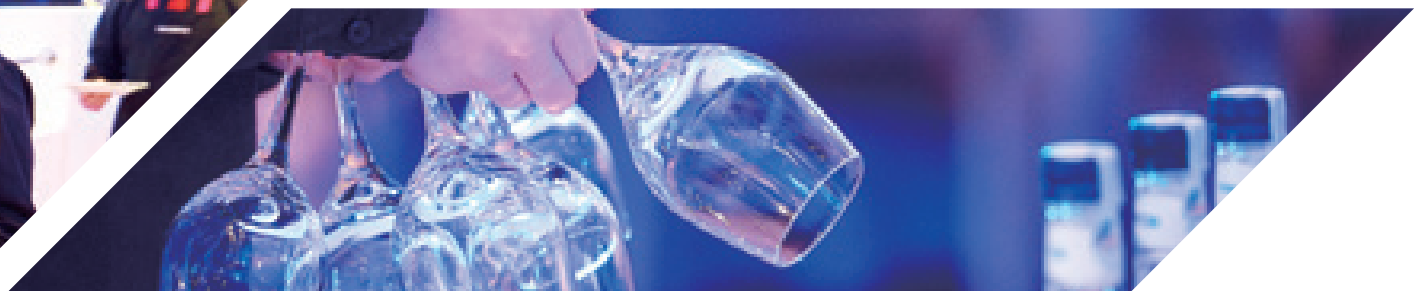
# Diamond Dinner

A formal sit-down dinner with live entertainment on an evening before the big match. On the day of the match you can take your VIP supporter pack and enjoy unrestricted views from your Category A seat.

- Access to an exclusive Rugby World Cup 2019™ pre-match celebration dinner an evening prior to the match
- Reserved Category A match ticket with seating under cover
- Private tables for reservations of 10 guests
- Welcome drinks reception on arrival
- Four course fine dining experience
- Complimentary bar with fine wines, premium beers, sake and soft drinks
- Official Rugby World Cup 2019 itinerary, map and exclusive hospitality access pass
- Commemorative Rugby World Cup 2019 Souvenir
- Live entertainment package including master of ceremonies and guest speaker
- Attentive, personal service from the dedicated management and hosting staff
- Official Rugby World Cup 2019 branded supporter pack for the match day

# OFFSITE VENUE

Share the passion and excitement of Rugby World Cup 2019™, with a mix of lively entertainment, and Category A seats in a top-quality venue close to the stadium.



# Gold

Enjoy exquisite dining and great hospitality with a mix of lively entertainment and Category A match tickets. Share the passion and excitement of Rugby World Cup 2019™ with clients and fellow supporters in a top-quality venue close to the stadium.

- Access to an exclusive Rugby World Cup 2019 hospitality venue close to the stadium
- Reserved Category A match ticket with seating under cover
- Welcome drinks reception on arrival
- Gourmet dining experience
- Complimentary bar with beers, wines and soft drinks
- Official Rugby World Cup 2019 itinerary, map and exclusive hospitality access pass
- Commemorative Rugby World Cup 2019 Souvenir
- Live entertainment package including master of ceremonies and guest speaker
- Attentive, personal service from the dedicated management and hosting staff
- Transfers to the stadium (if applicable)

Match schedule was announced on 2nd November 2017 at the Takanawa Prince Hotel in Tokyo, Japan.

# HOSPITALITY PROVIDES BUSINESS BENEFITS

1. The number 1 reason for investment in corporate hospitality is building stronger relationships
2. On average, Rugby World Cup 2019™ hospitality offers 6 hours of face to face time with your most important clients
3. The Hospitality Programme provides a short cut to accessing the best seats grouped together in one area
4. An invitation to Hospitality offers a sense of genuine VIP status

## Valuable time with your clients

- Increase engagement with your clients from the time the invitation is extended, to the client follow up after the tournament
- At global world class sports events, there is limitless networking opportunities with like-minded business guests

## Unique and memorable is key

- A different, unique and exciting way of saying thank you to clients
- Inspires loyalty, value, trust and builds your company image
- More informal environments fuel conversations that might not ever occur in a boardroom

# STH JAPAN

STH Japan was established as a joint venture between JTB Corp. (49%) and the UK's Sports travel & Hospitality Group (51%), and is the exclusive official hospitality provider for Rugby World Cup 2019™. STH Group develops and delivers hospitality programmes for the world's largest sporting events. STH Group have provided a range of services as the Rugby World Cup's exclusive official hospitality provider since the 2007 tournament.

STH Japan will combine the large-scale sporting event experience, commercial rights, and networks cultivated by STH Group, empowered by the corporate strength of JTB Group, including its planning capabilities and business-related skills and resources, to establish and actively develop the sports hospitality business in Japan and across Asia.

On 2nd November 2017, STH Japan was awarded "Best UK / Japan Partnership" at the British Business Awards (BBA) hosted in Tokyo at the Grand Hyatt Tokyo. The awards recognise British innovation, entrepreneurship, business success and social contributions in Japan.

sth SPORTS TRAVEL & HOSPITALITY JAPAN

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