



TOKYO RAINBOW PRIDE 2023

Sponsorship Guide (English Version)

Tokyo Rainbow Pride, a specified non-profit organization

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Introduction

Tokyo Rainbow Pride (TRP2022) held its first in-person "Pride Parade & Pride Festival" in three years in April of 2022. Although we had to limit the number of participants in order to prevent the spread of COVID-19, 66,949 people attended what was ultimately a successful event.

We also went online to host a "Pride Conference" and a "Pride Festival" in June of the same year, to coincide with the worldwide Pride Month. Although there were many obstacles to overcome in planning and preparing of the events under unpredictable circumstances, thanks to the concerted efforts and cooperation of everyone involved, all the events came to a successful conclusion.

In the three years since 2020, the world has changed so rapidly that what had once been extraordinary has quickly become ordinary. Nevertheless due to the intransigence of some of the rules in Japan, our community faces ever more challenges than before. In order to prevent our minority voices from being drowned out by the louder majority voices, we need to speak up now and make a difference, in order to change the "rules" for the better.

Tokyo Rainbow Pride 2023 (TRP2023) theme is all about not faltering and raising our voices once again to resume our efforts to create a society where everyone can live as they wish to be.

We also remain steadfast in our belief that the future should be a world in which all people, not just LGBTQ people, can live comfortably by updating our social rules.

We invited to work together with us create a successful TRP2023 in the hope that we become the start of a major change in society.

Thank you for your continued support and cooperation.

Fumino Sugiyama & Natsumi Yamada, Co-Chairpersons of Tokyo Rainbow Pride, a specified non-profit organization

Past Performance

Offline: Event attendance

Over 200,000 people attended the Pride festival and 10,000 joined our parade in pre-COVID 2019

●Pride Festival

Total 200,000 attendance

※Prev. year 150,000 ⇒ up 33.3%

DAY1 (Apr 28) : 120,000

DAY2 (Apr 29) : 80,000

●Pride Parade

40 floats / 10,915 marchers

●Pride Week

Hosted Events : 69 events

Participants : Approx 4,000

●Sponsors

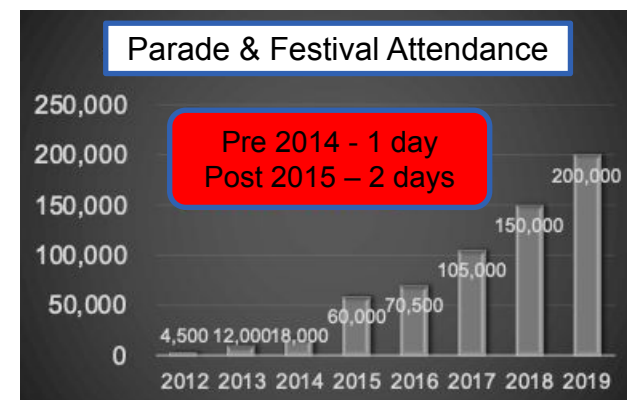
278 Corporations & Organizations

※Prev. year 213 entities ⇒ up 30.5%

【TRP2019】
Report video QR



【TRP2022】
Report Video QR



Past Performance

Media Exposure (Web)

More than **2,100 web media stories published** in 2022, the first year TRP was held in person in 3 years. TRP's official website received over **1 million PV** in the 4 months before and after the event.

●Tokyo Rainbow Pride Official Website

1,016,882PV (March – June, 2022 results)

●Web Media Coverage

2,147 stories (March – June, 2022 results)

●Major web media coverage (Examples)

From newspaper-based digital media (national and regional) to fashion media, TRP was featured in a wide range of media and from various perspectives.

Asahi Shimbun DIGITAL / Nikkei Electronic Edition / Mainichi Shimbun WEB / jiji.com / Kyodo News
47NEWS / Kobe Shimbun NeXT / The Japan Times / NHK Stellar net / TV Asahi News
Tokai TV / BuzzFeed / COURRIER Japon / PRESIDENT WOMAN
Time Out Tokyo / Cosmopolitan GQ JAPAN / WWD JAPAN.com
VOGUE JAPAN / Elle Online / ELLE girl / modelpress, etc.

Past Performance

Media Exposure (TV & Print)

The fact that it was the first time **in 3 years** TRP was held brought out not only web media but also **key television broadcasters, national papers and print media.**

●TV air time : 14 programmes (March – June 2022 results)

TRP's events aired predominantly on information and news programs of key station

- **NHK** Ohayou Nippon
- **NTV** Nittere AppuDate! / Oha!4 NEWS LIVE / news zero、
ShinsouHoudou Bankisha ! / ZIP! / Sukkiri / news every.
- **Fuji TV** Poppu UP !
- **TV Asahi** SuupaaJ Channeru
- **KansaiTV** Houdou Rannaa 、
and others

●Newspapers/Print : 30 stories (March – June 2022 results)

TRP initiatives and events were covered predominantly in the society pages of national newspapers, but also in local newspapers who also covered their local pride organizations.

Asahi Shimbun / Mainichi Shimbun / Nihon Keizai Shimbun / Japan Times / Nikkan Sports
Tokyo Shimbun / Shinano Mainichi / Chugoku Shimbun / Saga Shimbun etc.

Past Performance

Online

From 2020 through 2022 events were hosted online due to the pandemic.

In 2022 over 1.4 million people viewed our online events.

● Online Talk Live 2022

June 25 (Sat) / June 26 (Sun) 13:00~18:00

Hosted on Tokyo Rainbow Pride Official Twitter & Youtube Channel

● Online Talk Live views (total from twitter & youtube)

June 25 : 695,379 unique viewers

June 26 : 736,309 unique viewers

Total two days : **1,431,688 unique viewers**



©TRP2022



Past Performance

Online

MCs

Guests

Talk Live 2022



Bourbonne
Drag Performer / writer



Fumino Sugiyama
TRP Co-President



Natsumi Yamada
TRP Co-President



Robert Campbell
(Japanese Literature Scholar,
Waseda University Professor)



SHELLY
(TV Personality)



Keiko Kojima
(Essayist/
Visiting Researcher, Graduate School of
Interdisciplinary Information Studies,
University of Tokyo)

June 25 (Sat) Guests

- **Talk Live Part 1 Let's connect across the country**
Yumi (Yumio) Yanagitani (Sapporo Rainbow Pride Executive Committee/Chairperson of the Executive Committee)
Aya (Saitama Rainbow Pride Executive Committee Chairperson)
Laila (Nagoya Rainbow Pride co-chair / drag queen)
DIANA HOON (Co-Chair, Kanazawa Rainbow Pride)
Anzai (Rainbow Festa Wakayama Representative)
Maru (Rainbow Festa Nachikatsuura Executive Committee Chairperson)
ROI (Kyoto Rainbow Pride organizer, representative of Sora Niji Kyoto)
- **Talk Live Part 2 To come out or not to come out**
—How to be yourself & LGBTQ—
Robert Campbell (Scholar of Japanese Literature / Professor, Waseda University)
Nao (Web Engineer / 4 years with the company / Transgender)
Ken (Company employee / Corporate PR / 40s / Gay)
Masaru Ganiya (Writer / X-Gender / Allomantic / Asexual)
Kaede (Medical professional / Lesbian)

- **Talk Live Part 3 Will life change after marriage equality?**
—LGBTQ & Same Sex Marriage—

SHELLY (TV Personality)
Makiko Terahara (President, Marriage For All Japan)
Chizuka Oe (Representative of LOUD, Plaintiff in the Freedom of Marriage for All Japan Lawsuit)
Yoko Ogawa (Plaintiff in the Freedom of Marriage for All Lawsuit Vice Representative of LOUD)

- **Talk Live Part 4 Care givers and care receivers**
—LGBTQ & the Golden Years —

BABIE-NO-BITCH (DRAGQUEEN)
Kunihiro Maeda (Director, Good Aging Ales (NPO) / Social Worker)
Keimi Hatogai (NPO Rainbow Community coLLabo / Representative Director)

June 26 (Sun) Guests

- **Talk Live Part 5 What can we do today**
- LGBTQ & Allies -

Yuki Higashi (Representative, Allies Connect)
Hideo Ohashi (Major trading company employee / father of four)
Erina Hanzawa (Producer, Dentsu Inc. / Editor-in-Chief, COCOLOR)

- **Talk Live 6 Sexuality can be a graduiant too**
- Youth & LGBTQ -

Lily, Miya, Takuro (all Youth Pride Japan)

- **Talk Live 7 How we want the media to tell our LGBTQ stories**
- LGBTQとメディア -

Keiko Kojima (Essayist/Visiting Researcher, Interfaculty Initiative in Information Studies, University of Tokyo)
Toshimi Tanio (Nippon Television Network Corporation, Film Division / Producer)
Munetsugu Matsuoka (Representative Director, fair Incorporated Association)

Talk Live 2021 (Pride at Home)

Guests



阿部知代
株式会社フジテレビジョン
報道局長



アンミカ
モデル・タレント



滝合陽一
メディアアーティスト



乙武洋匡
作家



ロバートキャンベル
日本文学研究者、
早稲田大学特命教授



SHELLY
タレント



せやろがおいじさん
(リップサービス)
お笑い芸人



廣瀬俊朗
株式会社SHIRAKU
代表取締役
一般社団法人スチーフを止めるな
共同代表



テリー伊藤
演出家



夏木マリ



長谷川ミラ
モデル



水原希子
女優・モデル



ミッツ・マングローブ
歌手・タレント



ミラクルひかる
ものまね芸人・タレント



YOU
タレント



りゅうちえる
タレント

【Pride at Home 2021】
Report Video QR



TRP2022 Special Sponsor list

Rainbow



Diamond



Platinum



Gold



Silver



TRP2022

Special Sponsor list

Bronze



Nominal Supporters list

■ Pride Parade & Pride Festival

Duration : April 22~24

Shibuya City

■ Pride Talk Live

Duration : June 25 ~26

Tokyo Metropolitan/Adachi City/ Edogawa City/ Shinagawa City /

Kokubunji City/Itabashi City/ Kita City

Gunma Prefecture

Saga Prefecture

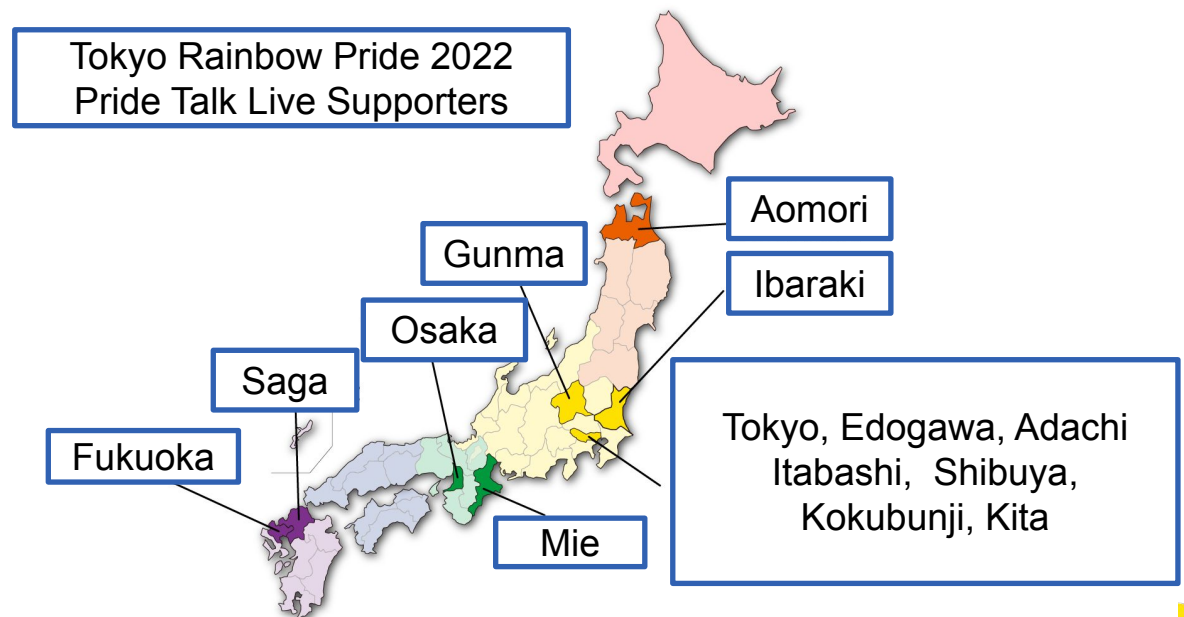
Mie Prefecture

Osaka City

Aomori Prefecture

Ibaraki Prefecture

Fukuoka Prefecture



TRP2023 Event Outline

Tokyo Rainbow Pride 2023 will be held on the following dates:

●Pride Festival & Pride Parade in Yoyogi Park

※We may have to restrict booth numbers and participants depending on the spread of COVID19

April 22 (Sat) 11:00 ~ 18:00 (TBC)

April 23 (Sun) 11:00 ~ 18:00 (TBC)

※Parade is planned for April 23 (Sun).

●Pride Conference (Planned offline)

October (TBC)

●Organized by

Tokyo Rainbow Pride, specified non-profit organization

●Partnering Media

InterFM897, COURRIER JAPON



TRP2023 COVID19 Measures

The Pride Festival and Pride Parade will be held in strict compliance with the instructions of the Tokyo Metropolitan Government, Shibuya City, and the Eastern Greenbelt Park Office, the organization with jurisdiction over parks.

COVID 19 Measure <Events>

(1) Measures against droplet infection

Remind everyone to wear appropriate masks (non-woven masks are recommended).

Avoid shouting

(2) Ensure appropriate distance between event participants

- In places where there are no loud noises, the distance between people should be kept to the extent that they do not touch each other.
- Where there are loud noises, a distance of at least 1 m between people should be secured.
- The maximum number of participants shall be determined based on the area occupied minus the area of temporary structures (1 m² per person).
- For events involving eating, drinking, or alcoholic beverages, the entrance gates should be installed to control people entering and exiting the venue, and the number of people in and out of the venue must be controlled.
- Establish a system to avoid congestion by allocating personnel and securing flow lines, etc.

(3) Contact infection control

- Thorough hand washing and hand sanitizing by event participants
- Disinfect event venues (audience seating, entrances and exits, restrooms, and other common areas)

(4) Infection control measures when eating and drinking

- Establishment of areas dedicated to eating and drinking and recommendation of eating and drinking in such areas
- Infection control measures during eating and drinking (wearing masks during meals and refraining from conversation when masks are removed, etc.)
- Infection control measures in eating and drinking areas based on infection control measures required for restaurants, etc.
(e.g., ensuring physical distance, individual attention to those conversing while unmasked, etc.)

((5) Pre-event infection prevention measures

- Temperature checks for all visitors at the temperature check points (entrance)
- Establishment of a cancellation policy that encourages people with symptoms such as fever to refrain from participating in the event.

(6) Measures to prevent the spread of infection

- Confirm contact information of participants when making reservations in advance and at the entrance
- Utilize local notification services, etc. to keep track of participants.
- Promptly notify participants in the event of an outbreak of infection

(7) Infection control measures for performers and staff

- Infection control measures according to infection routes during practice and performance, use of health apps, and temperature checks
- Ensure appropriate distance between the stage and the audience (separation of lines of flow, avoidance of contact between performers and staff and the audience before and after the event and during breaks)

(8) Comply with the guidelines issued by the Director of the Office for the Promotion of Countermeasures to Combat Infectious Diseases, Cabinet Secretariat and the Tokyo Metropolitan Government

変わるまで、続ける - Press on till Japan changes. -

We have come this far one person at a time, one by one.
We re-connect with each other, so we can see better the issues and change them for the better.

Yet, the gender gap has not narrowed despite the advancement of women in society.
Even though there is now a rainbow of different types of families, individuals still cannot choose their own surnames.
Inequalities and disparities experienced by those with disabilities remains even now unresolved.
Even we the importance of diversity is now widely understood, inclusion continues to be lacking.

The same is true for the LGBTQ community. Although the word has definitely gained recognition,
our reality is that our situation has not changed that much.

Bullying, discrimination, prejudice still exists. Our voices are drowned out.
The partnership system has expanded, but marriage equality has yet to be granted.

Can Japan really change in this rapidly changing world?
It is precisely because we can now see these issues clearly that we feel frustrated at the stagnation.

So now is the time to raise our voices once again.
Tell them we are here to stay.
24 hours a day, 365 days a year, of every generation, in every place.
That we have been and will continue to live together.

Let's keep marching until the landscape changes.
For a future where everyone of all diversities can live equitably and happily.



Sponsorship Menu

Special Sponsors' Plan

On-site Booths

On-site booths may be used for any purpose, such as introducing your company's D&I initiatives, selling products, collecting surveys, etc.

Premium Booth

Standard Booth

Outline	<ul style="list-style-type: none"> •All four sides of the booths face the main thoroughfares. •Located near the stage where there is a lot of traffic 	<ul style="list-style-type: none"> •Adjacent to other booths •Only one side faces a thoroughfare (location may vary depending on the layout of the site)
Incidental Equipment	<ul style="list-style-type: none"> • 4 Tables • 8 chairs • Side curtains for after hours 	<ul style="list-style-type: none"> • 1 table • 2 chairs • Side curtain for after hours
Nota Bene	You are free to remove the tent and use the space in any way you want	
Eligible plans	<ul style="list-style-type: none"> • Rainbow / Diamond 	<ul style="list-style-type: none"> • Platinum / Gold (2 booths) • Silver / Bronze A (1 booth)
Cost (Excl. Taxes)	¥ 1,500,000-	¥ 300,000-
Application Deadline	February 28, 2023	

(NB) As there will be many tents set up at the event venue, the location of the booths will be decided by the organizers in accordance with the rules for using Yoyogi Park and the organizers' operational rules. We will not accept any requests for booth locations

- * The number of desks, chairs, power supplies, fluorescent lights, etc. that exceed the number of incidental facilities can be applied for separately as additional facilities. Details will be provided in the exhibition guidelines sent to those who apply to exhibit at the booth.
- *The above rates are for booth exhibitors only, except for those under the Special Sponsorship Plan.
- * A special pricing for general booths is available for LGBTQ-related non-profit organizations, etc. Please inquire separately.
- * Please note that applications for premium and standard booths may be closed before the application deadline if the maximum number of applications is reached.

Food & Beverage booths

Food Trucks

Outline	All are located near high-traffic areas such as the stage or the Zelkova tree-lined avenue	
Incidental Equipment	<ul style="list-style-type: none"> • 2 Tables • 2 Chairs • Other cooking-related facilities: (1.5KW electrical outlet, fire extinguisher · neon light, water, sewer, 2-feed sink, hand washing facilities, water heater, refrigerator) 	<ul style="list-style-type: none"> • Food truck parking space • 1.5KW electrical outlet
Nota Bene	In addition to the incidental facilities, there are other options available for a fee. We will inform you of them after your application. If you wish to use the space for purposes other than parking the food truck, there may be additional charges. Please contact us for details.	
Eligible Plan	Not applicable	
Costs (Excl. Taxes)	¥ 300,000-	¥ 250,000-
Application Deadline	February 28, 2023	

(NB) As there will be many tents set up at the event venue, the location of the booths will be decided by the organizers in accordance with the rules for using Yoyogi Park and the organizers' operational rules. We will not accept any requests for booth locations

Please note that applications for food and beverage booths and kitchen cars may be closed before the application deadline if the maximum number of applications is reached.

Exhibition Board

There will be a board at the venue for the purpose displaying your company's initiatives.

Outline

Introduction of your company's initiatives on the board at the venue site.
Size A1 (594mm×841mm) to B1 (728×1030mm) (TBC)

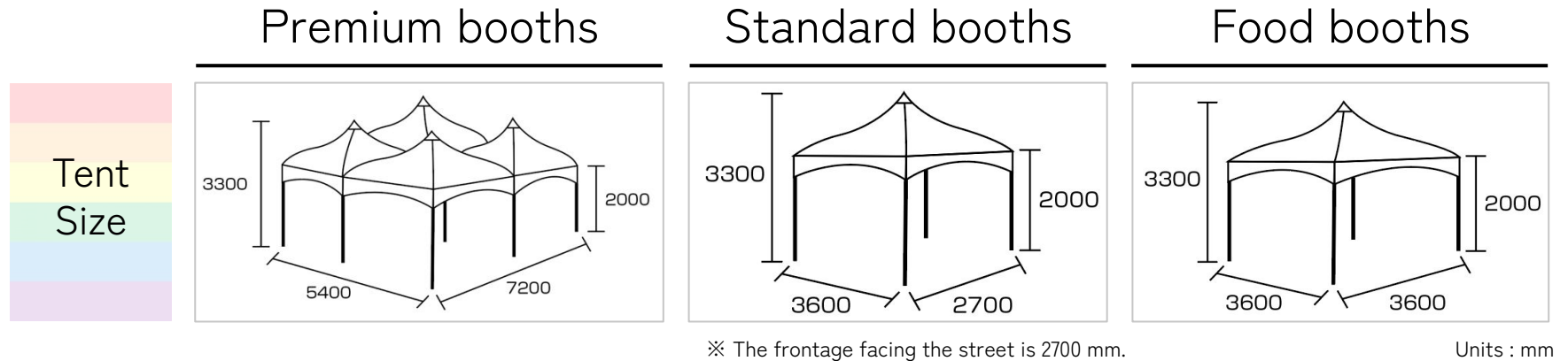
Eligible plan

Bronze C



On-site Booths

We will provide a space that you can use freely and can be customized for any purpose, such as introducing your company's initiatives, collecting surveys, etc.



- Photos of past booth examples



(NB) As there will be many tents set up at the event venue, the location of the booths will be decided by the organizers in accordance with the rules for using Yoyogi Park and the organizers' operational rules. We will not accept any requests for booth locations

On-site (handouts)

Distributing of novelties goods or handouts is possible not only at your booth, but also at the general information booth and parade reception.

	General Information booth	Company booth	Parade reception
Outline	Your company's handouts can be distributed by our staff. We will indicate how many we can distribute after your application is submitted.	Distribution of handouts at company booths.	Distribution of company swag at reception
Eligibility	<ul style="list-style-type: none"> Special Sponsor Plan Rainbow / Diamond / Platinum / Gold 	<ul style="list-style-type: none"> All organizations that apply for booths 	<ul style="list-style-type: none"> Special Sponsor Plan Rainbow / Diamond / Platinum
Costs /Fee (Excl. Taxes)	@¥50- (Max 20,000 pieces)	—	—
Application Deadline	February 28, 2023	—	—

- Photos of past event examples



※In principle, the distribution of food samples is not permitted as it conflicts with the food and beverage booths.
The above fees are for companies that are not on the special sponsorship plan.

On-site (Logo displays)

Stage Batten

Stage Wings

Entrance

Photo Example



Eligible Plan

Rainbow

Diamond / Platinum / Gold

Rainbow / Diamond / Platinum / Gold / Silver

Parade Pre-Departure Banner

Event Site Map

Photo Example



Eligible Plan

Rainbow / Diamond

Rainbow / Diamond / Platinum

*This is a sponsorship menu only for plan sponsors.

Volunteers' T-shirt

Shopping bag

Photo Example



Distribution #

800 units

20000 units

Eligible Plan

Rainbow / Diamond / Platinum / Gold / Silver

Rainbow / Diamond / Platinum / Gold / Silver

On-site mobile truck display

Photo Examples



Eligible Plan

- Rainbow 15 sec × over 60 times
- Diamond 15 sec × over 30 times
- Platinum 15 sec × over 20 times
- Gold 15 sec × over 5 times

On-stage monitor



- Rainbow 15 sec × over 25 times
- Diamond 15 sec × over 15 times
- Platinum 15 sec × over 10 times
- Gold 15 sec × over 5 times

- Please prepare the commercial and video materials yourselves.
- We can handle clips as long as 30 seconds or 45 seconds.
- We ask that you carry out the necessary copyright procedures and clearances with JASRAC and other related organizations

*This is a sponsorship menu only for plan sponsors.

Website (on-line pages)

As with last year, you can introduce your company's activities and products on our website.



Website pages

Outline

- Each company will be able to create its own page to introduce its initiatives and products.
- Banners, videos, images, text, and various SNS are expected to be available on the page.
- We will share details the page layout and other specific specifications at a later date.

Eligible Plan

Rainbow / Diamond / Platinum / Gold / Silver / Bronze A B C

Post length

Until September 30, 2023

Fees/Costs (Excl. Taxes)

¥ 300,000-

Application Deadline

March 15, 2023

Example from TRP2022



※The above fees are for companies other than the applicable special sponsorship plan.

Website (online sponsored articles)

Sponsored articles about your company's LGBTQ and diversity-related initiatives posted on our organization's official website.



With Interview

Outline

- Our writers will interview someone from your company as per pre-arranged requests and wishes.
- Based on the content of this interview, our writers will put together an article and post it on our website.

Eligible Plan

Rainbow / Diamond / Platinum / Gold

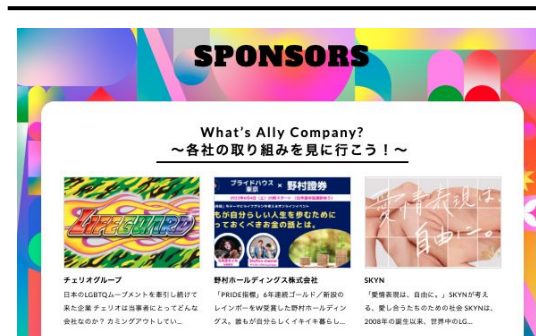
Fee/Costs (Excl. Taxes)

¥450,000-

Application Deadline

2023年2月28日

Example from TRP2022



※The above fees are for companies other than the applicable special sponsorship plan.

Website (ads and commercials)

Corporate advertisements on our organization's official website.

Ads and Commercials

Outline	Your company's ads will be displayed on our event website. * Please prepare the ad content yourselves.
Eligible Plan	Rainbow / Diamond / Platinum
Fee/Costs (Excl. Taxes)	¥500,000-
Application Deadline	March 15, 2023

※The above fees are for companies other than the applicable special sponsorship plan.

CM GALLERY

CHANGE WITH **チェリオ**
チェリオグループ

Wpc.

BLUED
Blued Japan株式会社

ViiV **Viiv** ですか?
ヴィーブヘルスケア株式会社

ライフマネジメント。
～人生を豊かにする～
コンセプト動画はこちら ▶
アクサ

sal source
株式会社セールスフォース・ジャパン

【Online ads page】



Website (SNS branding)

Post messages about your company's efforts and sponsorship on TRP's official SNS.

Facebook

- Rainbow : 3 x
- Diamond : 1 x
- Platinum : 1 x
- Gold : 1 x

Twitter

- Rainbow : 9 x
- Diamond : 3 x
- Platinum : 3 x
- Gold : 1 x

Instagram

- Rainbow : 3 x
- Diamond : 1 x
- Platinum : 1 x
- Gold : 1 x

Eligible Plan

Followers

Approx 9,000

Approx 28,000

Approx 8,000

Post Period

End March – Mid April

Fee/Costs (excl. Taxes)

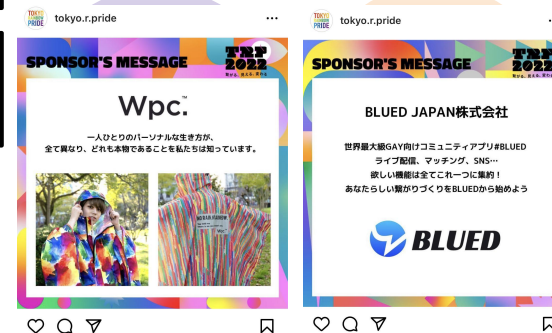
¥100,000- * Once on each platform

Application Deadline

February 28, 2023

Example of past posts

TOKYO PRIDE 東京レインボープライド #TRP @Tokyo_R_Pride · 4月24日 ...
 \ #TRP2022 スポンサー企業様からのメッセージ/
 こんにちは！チェリオです！
 TRP2022は早くも今日で最終日となってしまいました🥳パレードに参加される方は一緒に楽しみましょう♪
 チェリオのフロートはトヨタハイラックスのライフガードカーが登場します👏
 HAPPY PRIDE 🏳️‍🌈
 #チェリオ #ライフガード



Facebook



Twitter



Instagram

The above fees are for companies other than those in the Special Sponsorship Plan.

Website (On-line banners)

Posting corporate logos and banners on our official website.

[On-line banner page]



Banner posting

Example from TRP2021

Outline	Your company logo can be featured on our event website.
Size	<ul style="list-style-type: none"> • Large banner 234px × 60px • Small banner 120px × 60px
Nota Bene	Please make sure to prepare the banner in the specified size. We will not be able to modify them.
Eligible Plan	All plans
Costs/Fee (Excl. Taxes)	<p>Large Banner : ¥250,000-</p> <p>Small Banner : ¥150,000-</p>
Application Deadline	March 15, 2023



The above fees are for companies other than those in the Special Sponsorship Plan.

Broadcast your company's content on FM radio station interfm, a partner media of Tokyo Rainbow Pride 2023!

Details

① Your company will be introduced and promoted in the official program that will be aired during the event.

Broadcast duration: 120 sec x 1 time

Broadcast period: Sometime between April 22, 2023 and April 23, 2023

(2) Participation in pre-event announcements planning and provision of announcement outline

Title: Tokyo Rainbow Pride 2023,

Love Song with xxx (organization name or product name)

Broadcast length: 10 minutes x 1 time

Broadcast period: March or April 2023 (before TRP2023)

Project details:

1. Pre-recorded comments by your organization
 - * Eg: Thoughts ahead of TRP, organization efforts towards love and diversity, etc.
2. Introducing the love song of your choice
3. 60 second advertisement spot
(To be read out by the DJ)
4. Tokyo Rainbow Pride 2023 announcement

(3) Provision of advance announcement

Broadcast length: 60 seconds x 1 time

Broadcast time: March/April 2023 (before TRP2022)

Plan details: 60 second advertisement spot

(To be read out by a member of your organization)

Eligible plan

Rainbow

Rainbow
Diamond
Platinum
Gold

Sliver



Media: interfm
Transmitting station: Tokyo Tower
Frequency: 89.7MHz/
Broadcast area: Kanto area
Area population: appx. 43.5 million



In 2022, we broadcast a four-hour special live program from a booth in the park. Through music and our broadcast program we hope to send a message of love and respect for a world where all types of love and individualities are accepted.

Shibuya Vision

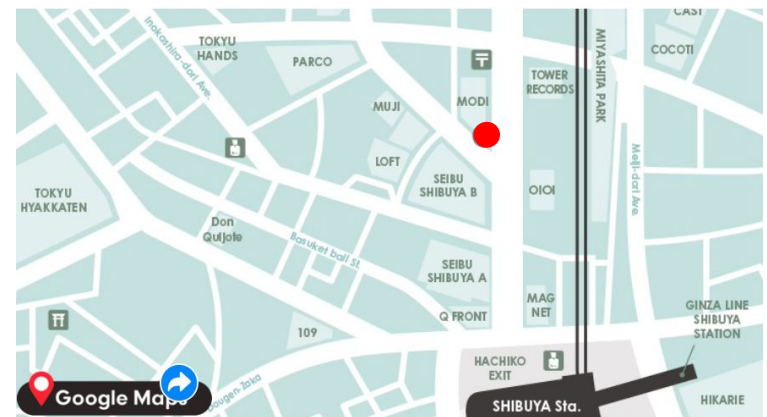
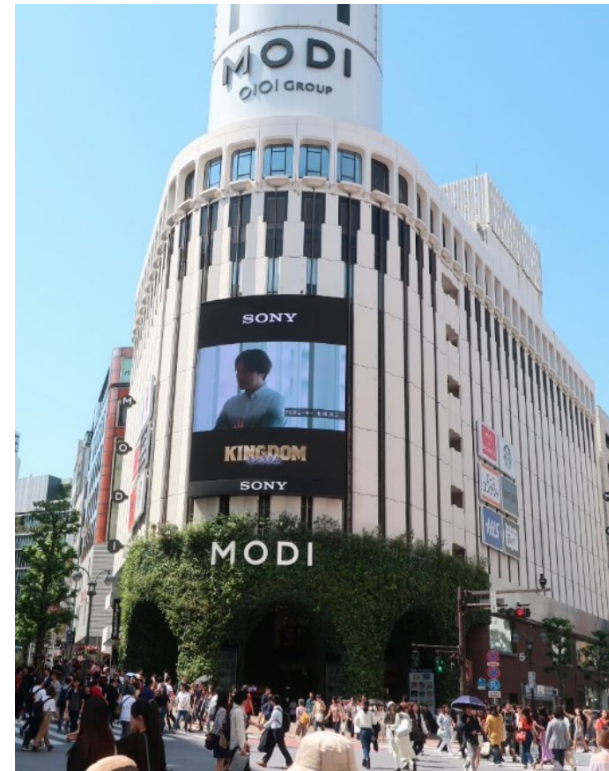
Outline

Location: Shibuya Modi Wall, 1-21-3 Jinnan, Shibuya-ku, Tokyo
Seconds: 15 seconds (planned)
Display function: Video and still images
Average viewers: 103,000 pedestrians per day
Sound: Sound available
Format: MPEG2/MP4/+JPG
Target demographics
 Businessmen: 20-30's / Office workers: 20's / Office workers
 Male students: 18-22 years old / Female students: 18-22 years old /
 Others: Foreign tourists

Eligible Plan

- Rainbow
7 days /15 sec per hour x **4** / 9:00~24:00
- Diamond
- Platinum
7 days / 15 secs per hour x **2** / 9:00~24:00

The airing period (7 days) will be adjusted within the period from April 2023 to the end of May 2023.



*This is available for for plan sponsors only.

*There will be a review of content.

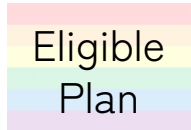
*Please prepare yourselves the commercial materials related to TRP2023.

TRP Official Ads



Your company's logo will be placed in the TRP2023 announcement advertisements distributed on Youtube, Twitter, etc.

Additional branding can be achieved by distributing your advertisement as an official TRP announcement.



Rainbow / Diamond / Platinum / Gold

SNS posts to the LGBTQ community

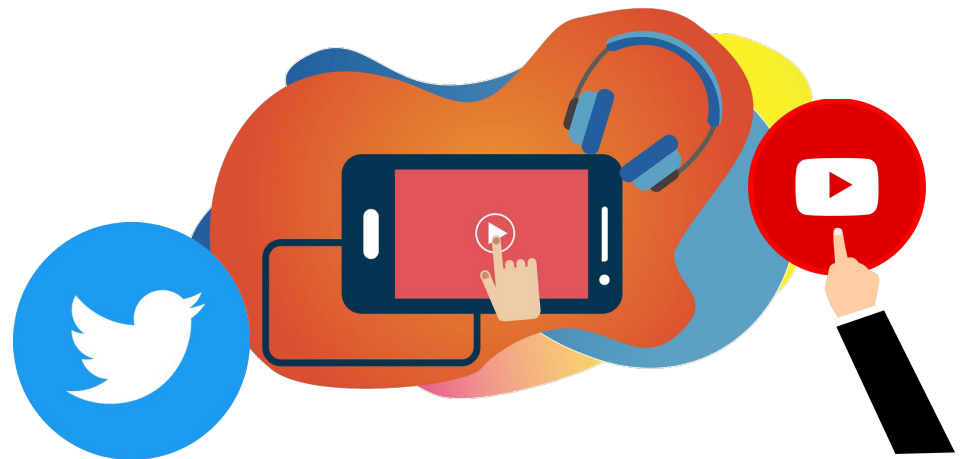


Insert your logo into SNS posts aimed at the LGBTQ community and distributed as TRP2023 announcements.

By appealing to the community, you can strengthen your brand as an ally of the LGBTQ community



Rainbow / Diamond / Platinum



*These options are available for plan sponsors.

Advertising trucks

Outline

Display your company logo's on an advertising truck.

Hours of operation: 9 hours from 12:00 to 21:00 (tentative)

Area of operation: Yoyogi area (tentative)

Advert size (tentative) :

Side media W 8,330mm X H2,360mm

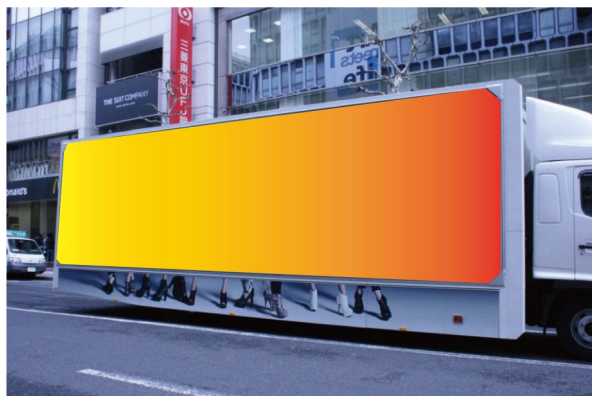
Rear media W 2,130mm x H2,369 mm

This is not the available size for the logo or advert, but the size of the truck's sides.

Display period: 7 days (TBC)

Eligible Plan

Rainbow / Diamond / Platinum / Gold



※4 ton truck

※ This is available for plan sponsors only.

Along with sponsoring and exhibiting at Tokyo Rainbow Pride, why don't you hire us to train and lecture your employees in all things LGBTQ?

From basics introductory sessions on SOGI/LGBTQ matters to the current situation both domestically and overseas (including information on what other organizations are doing), we can help you host workshops such as discussions between participants to custom designed case studies and seminars. This can be a great opportunity to raise awareness and properly communicate to members of your organization the reason for your participation in TRP, as well as an opportunity for members who attend to communicate with participating staff and further understand LGBTQ issues.

One training or lecture is included in Bronze plans

Stand-alone application is also possible (¥ 300,000/1 time, tax not included)

Lecturer



bourbonne (ブルボンヌ)

Drag performer/writer born in 1971, Gifu Prefecture.

In 1990, while a student at the Faculty of Letters, Arts and Sciences at Waseda University, he launched Japan's third gay PC communication service. At the same time as being the lead editor of the gay magazine "Badi", he presided over a group of drag performers, and is currently the producer of the Mix Bar "Campy!"

He has made numerous appearances on NHK and other programs dealing with LGBT and women's issues, as well as variety shows and radio personalities. In recent years, he has lectured on LGBTQ and gender equality at corporate seminars, local governments, and universities, as well as at HIV and sexually transmitted disease awareness events, and as an MC and panelist at LGBT Pride events throughout Japan.

Currently, he hosts NHK Radio 1's "Radio Infirmary," which addresses teenage sexuality and life concerns. Bourbonne also hosts InterFM's "Find Your Colors," which focuses on diversity, is a commentator on Bunka Hoso's "Oi yo! Creativity Club", and also has regular appearances on TV programs such as NHK E-television's "Fukuchicchi" in the role of a secretary who brings the issue of welfare closer to home.

He was in charge of the "Love and Sex" chapter in the co-authored book "Bessatsu NHK 100 min de Meisho Shatachi no Tezuka Osamu" (NHK Publishing Co., Ltd.).

He appeared as a facilitator in the book version of the program, "Radio Infirmary: Teenage Sexual Troubleshooting Book" (Little More Co., Ltd.).

Other roles:

"Explore Bakumon" (NHK General) as a cultural guide in Shinjuku 2-chome (Galaxy Award winner).

Summer Vacation! (NHK Radio No.1) as a general host (won the NHK Director-General's Special Award).

Drama "Where's My Skirt? Character supervisor

NTV drama "First Penguin! Character supervisor

General chairman of Tokyo Rainbow Pride (6 consecutive years)

Kanazawa Rainbow Pride,/MC at Okinawa Pink Dot

Lecturer



Yuri Igarashi (五十嵐 ゆり)

NPO Tokyo Rainbow Pride Training, Consulting specialist

Born in Tokyo, 1973. Launched Rainbow Soup in 2012, which was incorporated as a non-profit organization in March 2015 as she came out as a lesbian. In July 2015, she was selected as a trainee for an LGBT program sponsored by the U.S.

Department of State and visited various places in the U.S.

In August 2017, she was invited by the City of Amsterdam, Netherlands, to participate in the "International Guests Amsterdam Pride 2017" program. In 2018, she founded Rainbow Knots LLC from on her experience to develop support systems for SOGI and LGBTQ policies in companies and municipalities through external consultation services.

Adjunct Lecturer, Chikushi Jogakuen University

Director, LGBT Law Association of Japan

Director, Pride House Tokyo Consortium

Certified Trainer, Unconscious Bias Institute

Kimu Yuri (金 由梨)

Inclusion Sensei

Born and raised in Tokyo. Identifies as a third generation zainichi and lesbian.

Graduated from Gakushuin University, Faculty of Law in 2000 and moved to the Netherlands in 2010 to pursue an MBA. Married her partner in a same-sex marriage in Washington DC in the same year.

2011 Rotterdam School of Management, Erasmus University MBA

2015 Birth of first child 2018 and completed her Master in Human Resource Management (HR), Vrije University

2019 Founding of Inclusion Sensei. In the same year, her second child is born.

2021 Birth of her third child. 2022 Speaker at TRP2022 Pride Conference on [LGBTQ+ situation overseas].

Work experience: After working for a foreign IT consulting firm and Asatsu DK Europe, founded Inclusion Sensei in 2019.

Currently provides diversity and inclusion services to companies in the Netherlands and Japan.

Areas of expertise: "What you don't know about LGBT" corporate training - improving psychological safety through diversity and inclusion initiatives / Consulting on diversity and inclusion (product and service development) / Corporate climate research for Stakeholder interviews and report writing.

Various studies have confirmed a correlation between "corporate climate and employee productivity." It is believed that in an open work environment, more open communication is more active and employee satisfaction is higher. An environment that makes it "easy to say what is difficult to say" will lead to the elimination of employee anxiety and the creation of an environment in which employees can concentrate on their work. Furthermore, Generation Z, those born after 1995, are sensitive to the needs of minorities, such as LGBT and non-Japanese. They are said to be the first generation that looks for job based on whether or not the friendly for minorities or not. Kimu is also actively involved in D&I initiatives that are beginning to emerge not only in Europe, Europe, and the United States, but also in Japan.

Client companies (to name a few) Europe: Microsoft, Nokia, Lenovo, Manpower, Lego, Kraft Heinz, etc/ Japan: Major law firms, medical equipment manufacturers, etc.



Lecturer



Naoki Domoto (堂本 直樹)

Vice President, Tokyo Rainbow Pride, a non-profit organization

Born in Kagawa Prefecture in 1973, he graduated from the Graduate School of Engineering Science, Osaka University. In 1998, he joined Kokusai Telegraph and Telephone Corporation (now KDDI Corporation), where he worked as a telecommunications engineer and is currently a technical expert.

In parallel to his day job, he began volunteering pride parade activities in 2009.

In 2011, he became a core member of the organization, and in August 2015, when it was incorporated as a non-profit organization, he was appointed as a board member. He has been consistently involved in organizing, planning and operating the yearly parades through the ebbs and flows of the social trends.

He first identified as a gay man in the sixth grade of elementary school but only came out publicly as gay through his involvement in parade activities.

He is motivated by being able to be who he is and seeing the smiles on the participants' faces at the festival and parades. Currently, as a board member of TRP and as an employee of a major company, he is also involved in giving lectures to corporations and other organizations raising awareness using his perspective and experience as a gay person.



Mio Yoshimura (吉村 美音)

In charge of training and consulting . Tokyo Rainbow Pride, a non-profit organization

Born in Yamaguchi Prefecture in 1982., she started her own business soon after graduating from university in 2008. In 2016, she joined Freee Inc. In 2018, she established the Diversity Promotion Office and became the head of the office. In order to ensure diversity in the organization, she conducts training sessions focused on the mutual understanding among employees along themes such as "how to make diversity a personal matter according to where you are".

Her LGBTQ training and speaking engagements take in to account the views of both LGBT community and those in charge of companies. Her past clients include New Economic Federation, Mitsubishi Corporation, Sony Corporation, and several other start-up companies.

OPTION MENU

Corporate training and lectures can be customized according to your needs, such as having Fumino Sugiyama, co-chairman of our organization, as a lecturer, or having multiple guests participate in a panel discussion.

Additional costs may be required.

- If you choose Fumino Sugiyama as your instructor
Applications from Bronze B : Bronze B + ¥100,000- (Excl. Taxes)
A la carte application : 1 time ¥400,000- (Excl. Taxes)

※Please note that we may not be able to accommodate your request for a specific date if it clashes with the instructor's prior schedule. We would happy to discuss any of the details with you.

Lecturer



Photo by Tatsuya Yokota

Fumino Sugiyama (杉山 文野) /Transgender
Co-Chair of Tokyo Rainbow Pride, a specified NPO organization.

Director, Japan Olympic Committee
Director, Japan Fencing Association

Born 1981 in Shinjuku-ku, Tokyo. Transgender and former representative of Japan's women's fencing team. Studied sexuality at the graduate school of Waseda University and published "Double Happiness" (Kodansha) in 2006. After graduation, he spent two years backpacking around the world, visiting about 50 countries and Antarctica.

After returning to Japan, he worked in a private company for about three years before setting up his own business managing a restaurant. Since then, he has been involved in LGBTQ awareness-raising activities including giving lectures. He was involved in the establishment of Japan's first same-sex partnership system in Shibuya Ward, and serves as co-chair of Tokyo Rainbow Pride, an NPO that organizes one of Asia's largest Prides, and as a board member of the Japan Olympic Committee. He and his partner have two children, both of whom were conceived with sperm donated by his best friend who is gay. He is currently raising his two children with his partner and best friend. He is also the author of several books, including "Former High School Girl, Becomes a Dad" (Bungeishunju).



Pride Conference (tentatively offline)

The conference will be filled with information that can be applied to future policies, including the introduction of each company's initiatives and the sharing of the latest information on LGBTQ and corporations in the international community.

Sponsors on stage

Outline

Take the stage at the event to promote your company's products and services and introduce your initiatives.

Eligible Plan

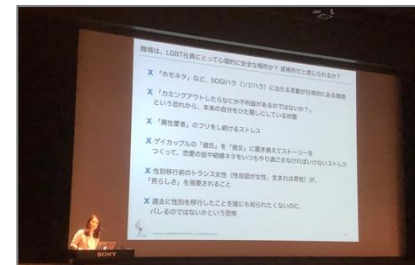
Rainbow / Diamond / Platinum

Corporate Logo Display

Display your company logo on the event screen, etc.

Rainbow / Diamond / Platinum / Gold / Silver / Bronze A B C

Event images from past events



Special Sponsor plan list of Incidental Benefits (1/2)

Pride Festival & Pride Parade (Yoyogi Park)

		Rainbow	Diamond	Platinum	Gold	Silver	Bronze A	Bronze B	Bronze C
Booths		Premium	Premium	Standard : Booth x 2	Standard : Booth x 2	Standard : Booth x 1	Standard : Booth x 1	—	—
Exhibition board		—	—	—	—	—	—	—	○
※1 Handouts	Reception booth	Max 20,000	Max 20,000	Max 20,000	Max 20,000	—	—	—	—
	Parade reception	○	○	○	—	—	—	—	—
	Booths	○	○	○	○	○	○	—	—
※2 Logo sizes	Site Entrance	Rainbow area	Diamond area	Platinum area	Gold area	Silver area	—	—	—
	Stage wing	—	L	M	S	—	—	—	—
	Stage batten	XL	—	—	—	—	—	—	—
	Parade banner	○	○	—	—	—	—	—	—
	Site map	XL	L	M	—	—	—	—	—
	Shopping bags	XL	L	M	S	XS	—	—	—
	T-shirts	XL	L	M	S	XS	—	—	—
※2 Video	Mobile display	60 x	30 x	20 x	5 x	—	—	—	—
	On-stage display	25 x	15 x	10 x	5 x	—	—	—	—

Rainbow: 3 companies maximum, Diamond: 5 companies maximum, Platinum: 7 companies maximum.

※1 In principle, food and beverage sampling will not be allowed due to the food and beverage booths.

※2 The number of times the video will be shown is based on the assumption that the video will be 15 seconds long; longer videos such as 30 or 45 seconds are also possible.

Rainbow, Diamond and Platinum sponsorships are subject to review.

If more than one company is sponsoring a part of a group, an application for a Platinum or higher plan is required.

Special Sponsor plan list of Incidental Benefits (2/2)

Pride Festival & Pride Parade (Website and affiliated media)

		Rainbow	Diamond	Platinum	Gold	Silver	Bronze A	Bronze B	Bronze C
TRP Event Online sites	Webpages	1 page	1 page	1 page	1 page	1 page	1 page	1 page	1 page
	Sponsored article	○	○	○	○	—	—	—	—
	Adverts	Rainbow spot	Diamond spot	Platinum spot	—	—	—	—	—
	Banners	Rainbow spot	Diamond spot	Platinum spot	Gold spot	Silver spot	Bronze spot	Bronze spot	Bronze spot
	SNS Branding	Facebook : 3 x Twitter : 9 x Instagram: 3 x	Facebook : 1 x Twitter : 3 x Instagram: 1 x	Facebook : 1 x Twitter : 3 x Instagram: 1 x	Facebook : 1 x Twitter : 1 x Instagram : 1 x	—	—	—	—
TRP Official Adverts		Rainbow spot	Diamond spot	Platinum spot	Gold spot	—	—	—	—
LGBTQ community branding		Rainbow spot	Diamond spot	Platinum spot	—	—	—	—	—
Advertising trucks		Rainbow spot	Diamond spot	Platinum spot	Gold spot	—	—	—	—
Training		—	—	—	—	—	—	1 time	—
InterFM897		Rainbow spot	Diamond spot	Platinum spot	Gold spot	Silver spot	—	—	—
Shibuya Vision		Rainbow spot	Diamond spot	Platinum spot	—	—	—	—	—
Conference	On Stage	Rainbow spot	Diamond spot	Platinum spot	—	—	—	—	—
	Logo display	Rainbow spot	Diamond spot	Platinum spot	Gold spot	Silver spot	Bronze spot	Bronze spot	Bronze spot
Fee/Cost (Excl. Taxes)		¥ 8,000,000	¥ 6,000,000	¥ 5,000,000	¥ 3,500,000	¥ 1,500,000	¥ 750,000	¥ 750,000	¥ 500,000
Application Deadline		January 31, 2023							

Rainbow, Diamond and Platinum sponsorships are subject to review.

If more than one company is sponsoring a part of a group, an application for a Platinum or higher plan is required.



Optional plan menu

Interfm <89.7 MHz> is the radio station proposing society recognizes diverse values under the banner of "Find Your Colors"!



Interfm will be celebrating in 2023 its 6th year as TOKYO RAINBOW PRIDE's affiliated media outlet, working together with TRP to promote its message and endorsements. Regular programs are planned so as the best deliver TRP messages throughout the year in addition to announcements in the lead up to the event and special programs from the venue on the day of the event.

Interfm broadcasts from Tokyo Tower to the Kanto area

Reception: Metropolitan area Area pop: 43.5 million

The station offers listeners encounters with information and wisdom to enrich their lives and music to enrich their hearts, as well as a variety of cultures, lifestyles, and information to enjoy their lives. In April 2022, the station's brand statement will be renewed to "Find Your Colors". This new brand statement expresses our desire to become somewhere people can find their true "colors" and become a society where people can appreciate each other's differences and colors.

Interfm has the potential to reach 43,500-87,000 listeners each time

- Calculated from : reception area population 43.5 million times the estimated ratings of 0.1%-0.2%.
- The program is simultaneously distributed on **Radiko** where it is available one week after airing.

Listeners are sophisticated, curious, and music-loving active lifers.

- Strongly particular in their ways and always on the lookout for updated information.
- Highly interested in a wide range of culture and content, especially music and movies.



The history of TRP & interfm

TOKYO RAINBOW PRIDE will be in its 6th year partnering with interfm in 2023. We look forward to continuing to develop our relationship and provide information for a future where the love and individuality of all people are equally respected!



Start of the official Media partnership with a special program from the venue site



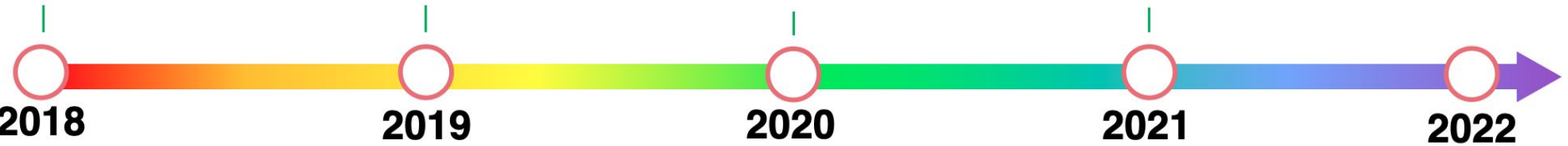
Start of new innovations such as advance sections and live stage broadcasts on special programs!



With TRPs gone online, interfm supported us from their studio.



Started incorporating TRP information within existing programs to disseminate information throughout the year.



The TRP Pride Festival Special Program and the TRP Official programs restart for the first time in three years in 2022



Interfm Official Radio Special Program

[Information on the annual Tokyo Rainbow Pride special on-site program]



OPTION MENU

interfm Find Your Colors with TOKYO RAINBOW PRIDE 2023 SPECIAL (TBD)

Get branding exposure in a special program broadcast on the day of the Pride Festival.

We will be broadcasting a special edition of the TOKYO RAINBOW PRIDE official program from a special booth in Yoyogi Park, the venue of the Pride Festival.

*This project is available for a maximum of 6 companies only

Broadcast length: 4-hour special jointly hosted program

Broadcast date: April 22 (Sat.) or 23 (Sun.), 2023 during Pride Festival. (TBC)

Title: interfm Find Your Colors with TOKYO RAINBOW PRIDE 2023 SPECIAL (tentative)

Outline: Co-production, credits (before, during, and after the program), 120-second publicity

1. 3-minute corner arranged for the provider in the special program

(This can be (eg.) a guest appearance by a member of your organization to introduce your initiatives, etc.)

2. Exposure at the interfm broadcast booth (billboards, packaged panels)

3. Broadcasting of spot commercials supporting TOKYO RAINBOW PRIDE in teaser programs.

※The order of the credits before and after the program will be in the order decided.

Announcement of TRP + “(your organization's name) supports TRP”

[40 seconds x 10 pieces] and one set of material production

Price: 600,000 yen (excl taxes)



2022 Guest list

Mana (CHAI)/ bourbonne/
Yarukiarimi/Yu Ishizuka/KIZU
Tsuyoshi/bataji/ Ichi Takashi/
Happofubijin/TRP co-chairs Fumino
Sugiyama, ez

Interfm Radio regular program

[Information on the Tokyo Rainbow Pride official regular program]



OPTION MENU

**Get brand exposure on the official TOKYO RAINBOW PRIDE TV program.
This is where TRP broadcasts information throughout the year.
Join us to support us and our cause.**

PROGRAM OUTLINE

**Title: Find Your Colors
with TOKYO RAINBOW PRIDE**
Airing: Every Saturday 11am to 12 pm
DJ: bourbonne
Broadcast area: Kanto-wide
Broadcast style: pre-recording



This program is a socially aware variety program that aims for true diversity and a loving society in a way that is unique to intertm, using the power of music and the openness, clarity, and connectivity that only radio can offer.

DJ Profile

“bourbonne”

Drag queen performer/writer

In 1990, organized and founded a gay computer communication network.

Later, as a drag queen, participated in nationwide events, parades, and movie campaigns.

At the same time, bourbonne is the chief editor of the gay magazine "Badi" and a writer and essayist, contributing articles and serials to women's magazines, film restoration magazines, weekly magazines, and other publications.

- Offer outline
- ~~※Offer is limited to six companies only.~~ → one spot has been taken. So now there are five spots left.
- Details: ① Credit as supporter before the broadcast.
- Example: “This program is supported by ○○、△△)
② 40 secs (Either 20 sec x 2, or 40 sec x 1)
- Incidentals: Once time each contract, a member of your organization can appear as a guest on the program (10 mns) and talk about your organization with bourbonne.
- Fees/Costs: Monthly Y400,000 (Excl. taxes)
- Separately, a 20-second radio commercial production fee of 150,000 yen (excluding tax) is charged for the first month only.
- ※We request a minimum of one production per contract.
- ※We may ask for a changes in broadcast content or time or alright cancelation if the program has to be cancelled or changed in the case of a natural disaster.
- ※The order of the credits before and after the broadcast will be fixed and non-negotiable.

[Check out the QR code for a sample of the broadcast ⇒](#)



OPTION MENU

Membership-based media supported by globally-minded readers

A monthly membership-based web media that carefully selects, translates, edits, and publishes articles that need to be reported from overseas media such as the New York Times and Le Monde. Valuing a multifaceted points-of-views and diversity of values and thoughts.



COURRIER JAPON For media details, please check the QR code.

Plan A Banner + Sponsored article “The creation of original articles that incorporate a global perspective”

Outline

1. Sponsor logo on Pride feature page (see image above right)
2. Banner on both the top page and article page (250,000 imps guaranteed)
3. Creation of tie-up article (as below)
 - Creation and publication of one tie-up article (5,000 PV expected* for one month of publication)
 - Text and images may be used for secondary use on the sponsor's website (for six months)
 - Reproduction of the article on the TRP website.
 - Each tie-up article will be posted 3 times on the Courier's official Facebook and Twitter pages.

Price: ¥900,000-

Period From the date of decision to end May 2023 (TBC)

Plan B Banner only

Outline

1. Sponsor logo on Pride feature page (see image above right)
2. Banner placement on both the top page and article pages (250,000 imps guaranteed)

Price: ¥300,000-

Period: From the date of decision to end May 2023 (TBC)



タイアップ記事イメージ



プライド特集ページ



トップページ



記事ページ

※ PR and sponsor credits will be included in the tie-up article.
 ※ All advertisements will be reviewed in accordance with Kodansa's advertising screening standards. Please understand in advance that there are cases where we may not be able to accept your application as a result of the screening process.

OPTION MENU

LGBTQ policies can vary from one company to another. Some may be just starting to look at D&I while others may be hoping to collaborate with other companies from different sectors to create new initiatives. At TRP we look to advise a wide range companies and their requests, from light-hearted events such as a tour of Shinjuku 2-chome to more hard-hitting initiatives such as cross-sectorial partnerships. Please feel free to contact us for any advice.

I want to work with other sectors to leverage each other's strengths.

I don't know where to start with LGBTQ policies.

What kind of events will help spread awareness within the company?

◆ Plan, manage & support with third party stakeholders

(Collaborate with TRP and other organizations)

◆ Produce “ally” awareness-raising activities involving the company

◆ Event Planning

(Film viewing, Shinjuku 2-chome tours, Human library)

◆ Help with collecting surveys etc..



Become a supporting member

We are looking for corporations that agree with the purpose and objectives of our organization and will support our activities on a continuous basis.

【Corporate supporting member membership fee】

- ¥100,000 per share
- One share minimum

▼Supporter benefits

- Supporters who paid more than 3 shares (Y300,000) will be eligible to add their corporate banner to the Tokyo Rainbow Pride Corporate site
- ※Banner size : W234px × H60px /Hosting period : one year

Tokyo Rainbow Pride Corporate Site

<https://tokyorainbowpride.org/>

▼Application

- Please fill in the form in the below link:
<https://form.tokyorainbowpride.org/nposupm/form-supm-com.html>

▼For more information, please check our supporters website

<https://tokyorainbowpride.org/join-supporter/>



Corporates (※3)

Common assets

- TRP supporter email magazine distribution
- Online store coupons

For those purchasing more than 3 shares

- Banner on our website
- ### TRP Annual Support Fee

- 100,000 yen per share

You are welcome to as many shares as you like.

ご寄付のお願い

Tokyo Rainbow Pride accepts any and all donations from individuals and groups who share our purpose and interest in our activities,

It is thanks to the donations from so many of you that, in addition to support from the sponsorship plan, we are able to continue our activities.

We also accept and look forward to donations from sponsors over and beyond the sponsorship plan too.



For more on Tokyo Rainbow Pride check us out here :

At NPO Tokyo Rainbow Pride, we would like to help you with all your LGBTQ initiatives.

We can work with you on everything from CSR activities to LGBTQ marketing.

If you have any questions, please do not hesitate to contact us at the address below.

Thank you very much in advance for your understanding, support and cooperation.

Tokyo Rainbow Pride 2022 Executive Committee

Email address:

sponsor@tokyorainbowpride.com

■TRP2023 Official Website
<https://tokyorainbowpride.com/>



■Twitter
https://twitter.com/Tokyo_R_Pride



■東京 Rainbow Pride Organization site
<https://tokyorainbowpride.org/>



■Facebook
<https://www.facebook.com/Tokyo.R.Pride>



■TRP Channel (YouTube)
<https://youtube.com/c/TokyoRPride>



■Instagram
<https://www.instagram.com/tokyo.r.pride/>



“What is Tokyo Rainbow Pride” video (By co-chair Fumino Sugiyama)
<https://youtu.be/UitcgQsdEv8>

