

13 August 2025  
The Local Organising Committee of the World Athletics Championships Tokyo 25

## WCH Tokyo 25 announces sponsor showcases and experiences to launch at the Japan National Stadium this September

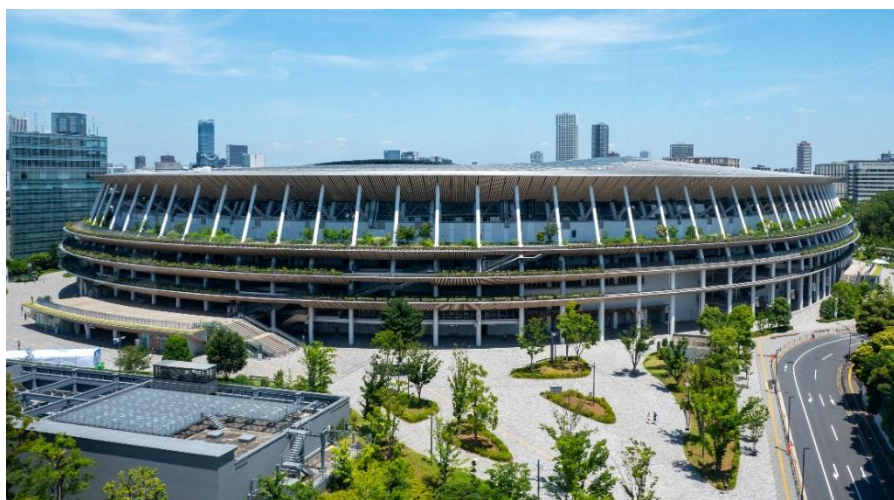
As Tokyo prepares to host the World Athletics Championships for the second time, fans attending the nine-day event will be welcomed with special World Athletics Championships Tokyo 25 (WCH Tokyo 25) sponsor showcases and activations around the Japan National Stadium and Tokyo Metropolitan Gymnasium.

Designed to bring fans closer to the action, these showcases will feature a range of interactive experiences inspired by athletics, including try-it-yourself activity zones, engaging photo spots, and sponsor booths showcasing the latest products and innovations from event partners.

In addition to hands-on experiences, the area will include exhibitions highlighting the sustainability efforts behind WCH Tokyo 25, as well as an official shop offering official event goods.

Families and fans of all ages can also enjoy a stamp rally with exclusive prizes and meet the official WCH Tokyo 25 mascot, Riku One.

The sponsor showcase booths are open to all and offers unique ways to experience the excitement of the World Championships Tokyo 25 beyond the stadium — don't miss this chance to be part of a truly unforgettable global athletics celebration!



### Sponsor showcase booths outline

**Dates:** Saturday 13– Sunday 21 September 2025

**Time:** 10:00 AM – 20:00 PM

**Note:** Some booths may be closed during non-session hours.

**Locations:**

- Outer concourse of the Japan National Stadium (10-1 Kasumigaokamachi, Shinjuku-ku, Tokyo)

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- West Plaza area of Tokyo Metropolitan Gymnasium (1-17-1 Sendagaya, Shibuya-ku, Tokyo)

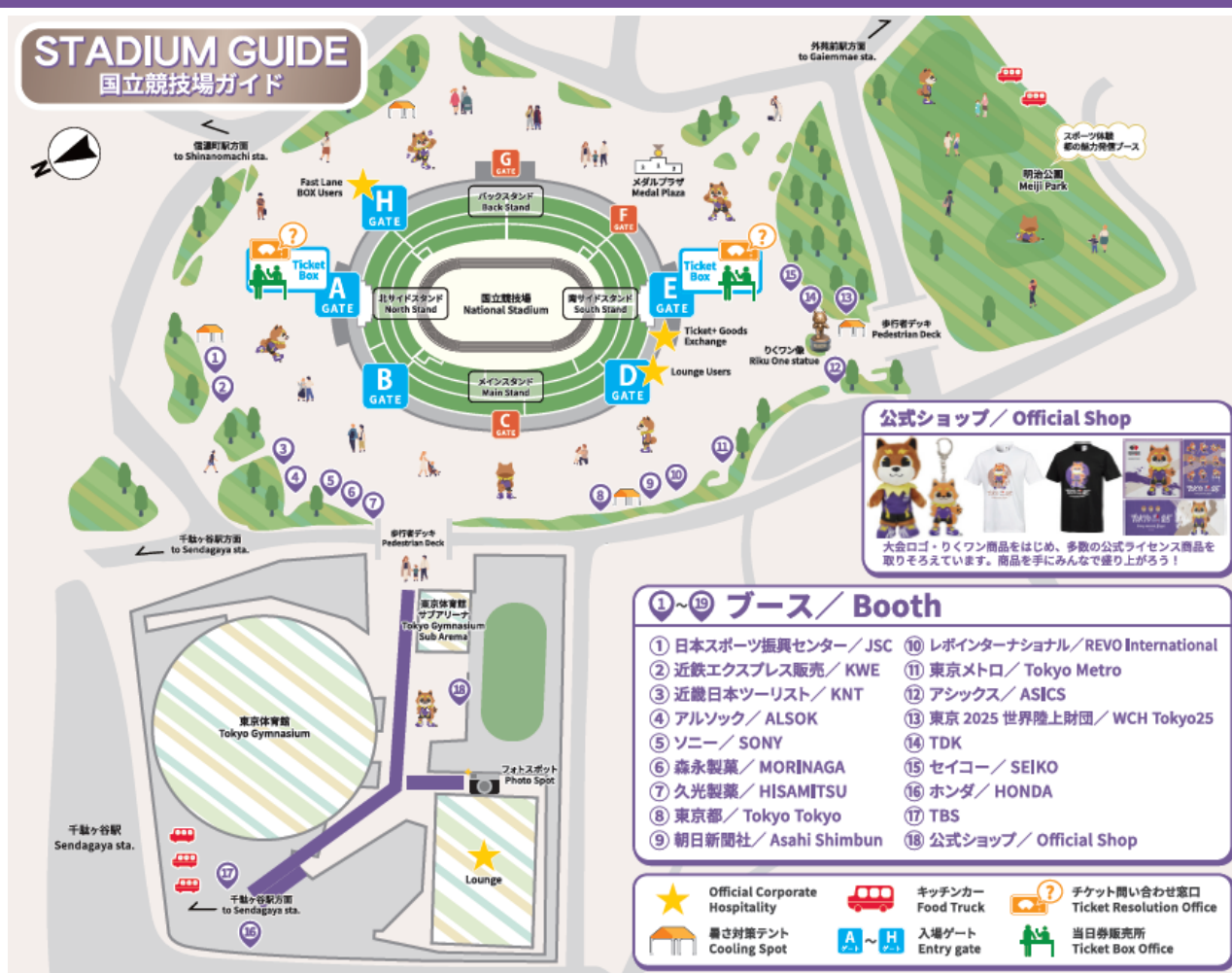
**Admission:** Free of charge

**Organised by:** The Local Organising Committee of the World Athletics Championships Tokyo 25

**Exhibitors include:**

TDK, HONDA, ASICS, SEIKO, SONY, TBS, Tokyo Metropolitan Government, Morinaga, Hisamitsu Pharmaceutical, Kinki Nippon Tourist, Tokyo Metro, Kintetsu World Express, ALSOK, Asahi Shimbun, REVO International, JSC, the Official Shop, and the Local Organising Committee of the World Athletics Championships Tokyo 25

## Booth information



### TDK

Dive into the world of electronics through javelin throwing and virtual quizzes!  
Original goods are up for grabs!

<Booth No. 14>





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### HONDA

Get a close-up look at the stunning new cars and bikes making waves at World Athletics Championships Tokyo25—including a hot new model debuting this September! Photo spot available! <Booth No. 16>

**HONDA**

### ASICS

At the ASICS METASPEED EXPERIENCE, experience the technology behind The METASPEED™ series—running shoes designed for top athletes. See, touch, and feel the technology of the METASPEED series in this unique space. <Booth No. 12>



### SEIKO

At the Seiko booth, the Official Timer of the World Athletics Championships that has timed 34 world records, visitors can enjoy limited-edition clocks and watches exclusive to the event, as well as games using actual timing equipment used in the competition. <Booth No. 15>



### SONY

At the Sony booth, enjoy top photographers' works, behind-the-scenes stories, and hands-on shooting with the latest cameras and lenses, plus a special photo spot for the World Athletics Championships. <Booth No. 5>

**SONY**

### TBS

Power up with delicious food from "Sekkaku Gourmet", then conquer the iconic SASUKE Warped Wall and make unforgettable memories! <Booth No. 17>



### Tokyo Metropolitan Government

Experience the diverse charms of Tokyo including Tokyo's cityscape, Edo culture, sports, and universal communication technology. <Booth No. 8>

**Tokyo Tokyo**

### MORINAGA

Play. Taste. Enjoy.  
At the Morinaga booth, discover fun games and grab your free *in Jelly* and *Hi Chew!* <Booth No. 6>



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### HISAMITSU

During the event, Salonpas samples will be available upon request at Hisamitsu Pharmaceutical's booth.  
Please note that quantities are limited. <Booth No. 7>



### Kinki Nippon Tourist

Kinki Nippon Tourist Co., Ltd. is celebrating its 70th anniversary.  
This section introduces "past" and "future" initiatives in sports. <Booth No. 3>



### Tokyo Metro

Tokyo Metro has set up a photo area and a corner introducing our Women's Ekiden Team. We hope to see you there!  
<Booth No. 11>



### Kintetsu World Express Sales

Solution × Specialist — Driving logistics solutions for a smarter future.  
<Booth No. 2>



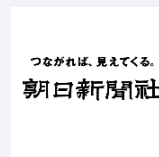
### ALSOK

ALSOK is pleased to welcome all visitors with a special event booth.  
We invite you to stop by and enjoy a range of engaging exhibits and activities designed to make your visit a memorable one. <Booth No. 4>



### Asahi Shimbun

Asahi Shimbun's Highlights Guide  
Explore top athletes and key events of the World Athletics Championships Tokyo 25.  
Limited copies available—don't miss your chance to get one! <Booth No. 9>



### REVO International

The environmentally friendly biofuel provided by our company will be used for the first time at this event.  
<Booth No. 10>



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### JAPAN SPORT COUNCIL

At the JSC booth, visitors can learn about and experience current sports promotion and development initiatives through fitness testing for identifying future athletes, as well as video exhibitions highlighting various JSC programs. <Booth No. 1>


**JAPAN SPORT**  
COUNCIL

### Official Shop

Discover a selection of Official Licensed Products—including the iconic Championship Logo and Mascot “Riku One” items. Get yours and celebrate in style! <Booth No. 18>



### Cooling Spot (Rest Area)

Take a break in a temporary rest area. Avail yourself of water dispensers compatible with personal bottles and heat protection items. <Booth  >



### WCH Tokyo 25

WCH Tokyo 25 LOC -Toward sustainable championships-  
This overview of the WCH Tokyo 25 highlights key initiatives undertaken to ensure the event is environmentally and socially sustainable. <Booth No. 13>



In addition to the above, the Meiji Park area will feature sports experiences that everyone can enjoy and booths promoting the charms of Tokyo, while the Medal Plaza area will host medal ceremonies to award medals to athletes, athlete talk shows, and artist performances.

Visit the below site for more information on activations and tickets:

[https://tokyo25-lp.pia.jp/event/index\\_en.html](https://tokyo25-lp.pia.jp/event/index_en.html)



## Contact and Inquiries

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WEB



X



Instagram



YouTube

## TICKETS ON SALE NOW!

Your ticket to history awaits: [https://tokyo25-lp.pia.jp/index\\_en.html](https://tokyo25-lp.pia.jp/index_en.html)



Ticket Information Page

### World Athletics Championships Tokyo 25

<b>Organiser</b>	World Athletics
<b>Period</b>	Nine days from Saturday 13 to Sunday 21 September 2025
<b>Venue</b>	Japan National Stadium and other venues (marathon and race walking will be held in Tokyo)
<b>No. of athletes</b>	approx. 2,000
<b>No. of countries/regions</b>	approx. 200
<b>No. of events</b>	49

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