



European Running Business Conference 2017



TOKYO
MARATHON

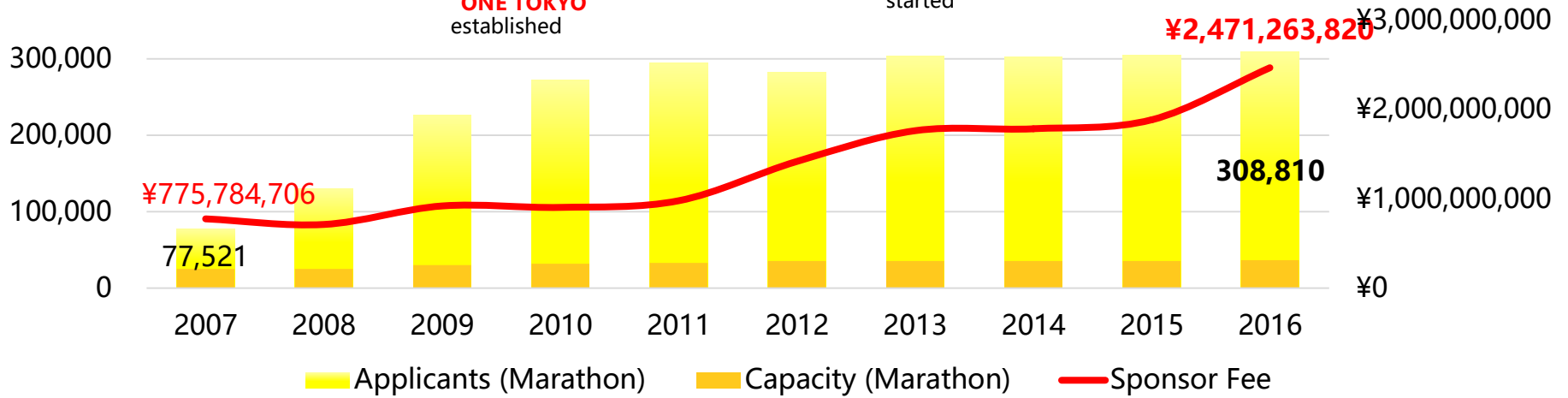
TOKYO MARATHON

The Elevation of Sports Industry Contributes to Successful City Marketing

Tad HAYANO

Tokyo Marathon Race Director
Tokyo Marathon Foundation

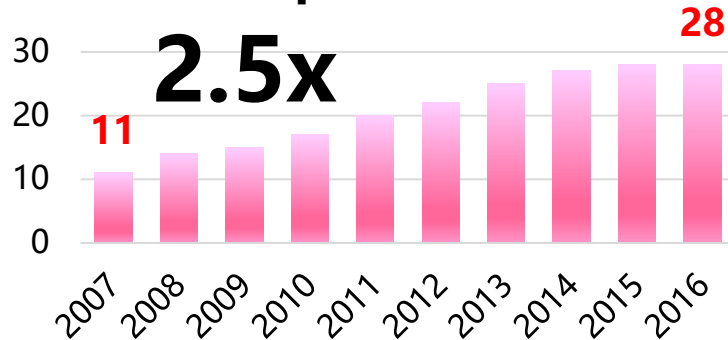
History and Charts of TOKYO MARATHON



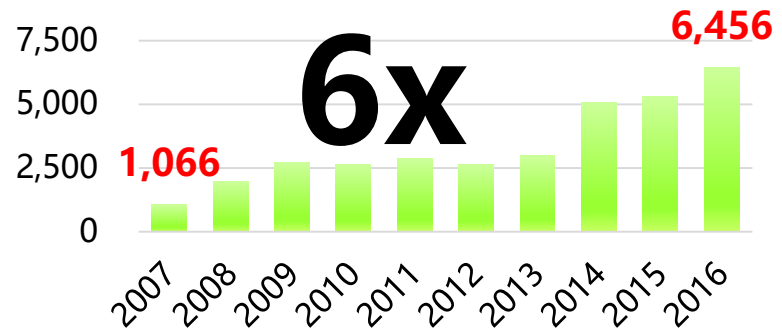


Notable Figures on TOKYO MARATHON

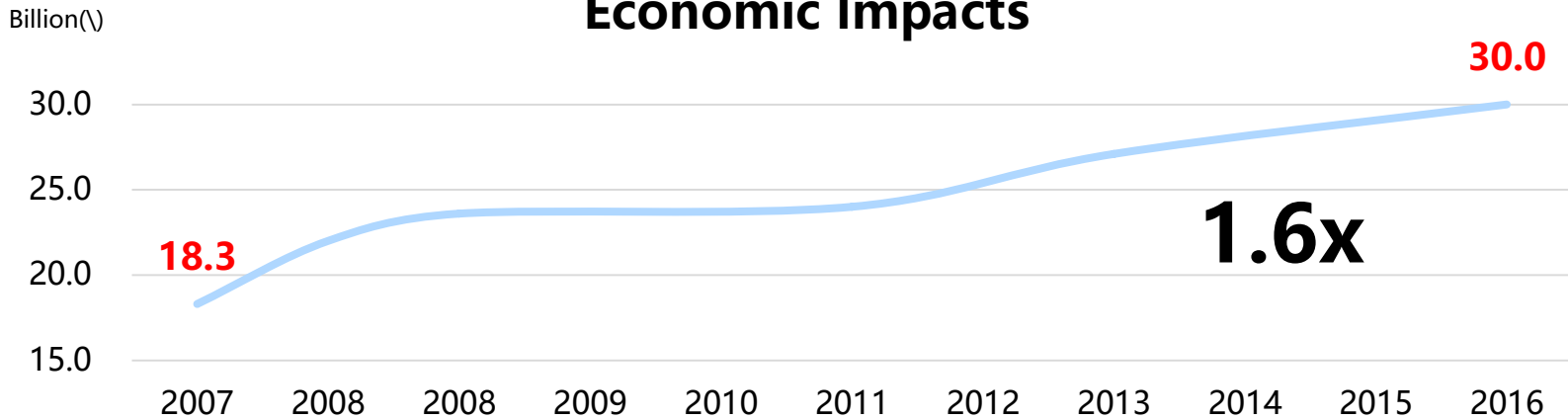
Sponsors



Foreign Runners



Economic Impacts



Contents of TOKYO MARATHON



ONE TOKYO

With over 300,000 members since it was first established in 2011, ONE TOKYO is a community that promotes healthy living and mental health amongst all people who love running, and enables runners, volunteers and supporters of all levels interact with one another. The aim is to create a running community that shares the lifelong joy of running with all people who love running.

Abbott World Marathon Majors

"PROVIDE GLOBAL LEADERSHIP IN ELITE AND MASS PARTICIPATION MARATHONS."

The World Marathon Majors is a series consisting of six of the largest and most renowned marathons in the world: Tokyo Marathon, Boston Marathon, Virgin Money London Marathon, BMW BERLIN-MARATHON, Bank of America Chicago Marathon and TCS New York City Marathon. The organizers of these events are united in their effort to advance the sport, raise awareness of its elite athletes, and increase of the level of interest in elite racing among running enthusiasts.

RUN as ONE - Tokyo Marathon

"RUN as ONE – Tokyo Marathon" program is part of an initiative aiming to promote a nationwide marathon movement in collaboration with major marathon races nationwide.

Through this program, Tokyo Marathon provides race entries to top athletes who are recommended by its affiliated local races. **This initiative will help to promote the competitive spirit of general participants who aim to catch up with the top elite athletes, which should eventually help to improve skills of the running population nationwide and attract further public awareness towards marathon in general.**

Sports Legacy Program (Tokyo Marathon Charity)

The Sports Legacy Program has been added as a new recipient program of the Tokyo Marathon Charity "TSUNAGU."

Tokyo Marathon Foundation, together with all the people who believe in the power of sports, will work on this program, which consists of the following four key elements:

- Sports Dream (Enhancement and education)
- Sports Environment (Facility development)
- Sports Expansion (Popularization and enlightenment)
- Sports Contribution (Social service)



The Day We

Delight of Cheering

Unite.

Pride of Supporting

