

Sponsorship Application Guidelines for the Japan Pavilion and Garden at the International Horticultural Expo 2027, GREEN×EXPO 2027

The International Horticultural Expo 2027, hereinafter referred to as “GREEN×EXPO 2027,” is being held under the theme “Scenery of the Future for Happiness.” It aims to become a new type of exposition that presents optimal solutions for the sustainable coexistence of nature, people, and society, while contributing to the creation of sustainable communities and economies and to the resolution of social issues.

The Government of Japan is preparing to present the Japan Pavilion and Garden at GREEN×EXPO 2027 under the concept “Reconsidering the Japanese View of Nature, Moving Toward the Future.” The exhibition will include indoor and outdoor displays related to Japan’s traditional garden techniques and view of nature, as well as new agricultural technologies and green infrastructure, with the aim of encouraging awareness and participation among future generations, especially Generation Z.

As many distinguished guests and other visitors are expected to attend, the Government of Japan also seeks to actively communicate Japan’s outstanding qualities and appeal, including its products, technologies, and culture. To achieve this, cooperation from a wide range of companies and organizations is essential, in addition to efforts by the Government of Japan.

Accordingly, the Japan Pavilion and Garden Secretariat of the Japan Association for the International Horticultural Expo 2027, a public interest incorporated association commissioned by the Government of Japan to carry out work related to the exhibition and operation of the Japan Pavilion and Garden, hereinafter referred to as the “Secretariat,” has established a sponsorship program for the Japan Pavilion and Garden and is inviting applications as described below.

1. Overview and Methods of Sponsorship

Sponsorship for the Japan Pavilion and Garden is a framework through which companies and organizations can provide support in the form of funds, goods, or services. Sponsorship may be provided by any of the following methods.

In line with the principles of the Basic Plan for the International Horticultural Expo 2027 and the Basic Plan for the Government Exhibition at the International Horticultural Expo 2027, hereinafter referred to collectively as the “Basic Plans,” sponsorship related to carbon neutrality, the circular economy, nature positivity, and the improvement of accessibility is being sought.

1. Financial Support

Sponsors provide funds that contribute to enhancing the appeal of the Japan Pavilion and Garden.

2. Provision of Goods

Sponsors provide, free of charge, goods and other physical items required for the Japan Pavilion and Garden. Ownership and related rights shall belong to the Japan Association for the International Horticultural Expo 2027, hereinafter referred to as “the Association.” Goods include assets such as property and facilities.

3. Provision of Services

Sponsors provide, free of charge, technologies, services, personnel, and other support required for the Japan Pavilion and Garden. Separate license agreements or other agreements may be concluded as necessary.

4. Free Loan

Sponsors lend, free of charge, facilities, goods, or other items required for the Japan Pavilion and Garden while retaining ownership. After the Expo period ends, sponsors are requested to collect the items and handle their sale, reuse, or other disposition.

Examples of Sponsorship Content

- Provision of goods and technologies that contribute to heat countermeasures
- Provision of equipment, materials, and technologies used for exhibitions
- Provision of materials, facilities, and technologies related to smart agriculture

- Support for inquiry-based learning programs implemented in collaboration with future generations

Details will be announced sequentially as planning for the Japan Pavilion and Garden progresses. Specific sponsorship content will be coordinated with the Secretariat.

2. Method for Calculating Sponsorship Value

The value of sponsorship in the form of goods or services shall be calculated by converting it into monetary value. As a general rule, the list price shall be used. If it is difficult to provide a list price, sponsors are requested to submit materials showing comparable estimates or similar examples. Details will be handled through separate consultation.

In the case of the provision of goods or free loans, the costs of delivery, installation, removal, collection, and other related work shall, in principle, be borne by the sponsor. Such costs shall also be included in the monetary calculation.

If the Association manages the loaned goods or other items with the due care of a prudent manager, the Association shall not compensate the sponsor even if the relevant goods or items are lost, damaged, or soiled during the loan period, including during transportation. Sponsors are encouraged to obtain insurance if they have concerns. Such insurance costs shall also be included in the monetary calculation.

If the sponsorship involves the provision of goods and defects are found in the provided goods, the sponsor shall, in principle, promptly collect, replace, repair, or otherwise address the goods at the sponsor's own expense.

3. Matters to Be Considered in Sponsorship

1. Sustainability

GREEN×EXPO 2027 aims to contribute to the realization of a sustainable society by communicating initiatives related to climate change measures, biodiversity, and other topics, based on its theme, "Scenery of the Future for Happiness."

Specifically, toward the realization of Green Transformation, the Expo will promote decarbonization through initiatives such as procuring electricity from 100 percent renewable energy, promoting energy conservation, and implementing carbon offset measures. It will also conserve and make use of the existing natural environment and biodiversity, promote venue planning based on green infrastructure, and communicate initiatives toward nature positivity through GREEN×EXPO 2027.

In addition, temporary structures within the Japan Pavilion and Garden are designed with consideration for reducing environmental impact, including circulation through reuse and recycling and the reduction of carbon emissions.

Accordingly, when providing goods, services, or other support, sponsors are requested to give consideration to sustainability in line with the principles of the Basic Plans.

2. Accessibility

GREEN×EXPO 2027 is planned and developed so that all visitors can spend time safely and comfortably, regardless of country or region, culture, race, gender, generation, disability, or other attributes.

Accordingly, when providing goods, services, or other support, sponsors are requested to give consideration to accessibility in line with the principles of the Basic Plans.

4. Compliance with Laws, Regulations, and Rules

Sponsors must comply with Japanese laws, ordinances of Kanagawa Prefecture and the City of Yokohama, and all other relevant laws and regulations in connection with sponsorship.

Sponsors are also required to respect the sustainability strategy and other policies of GREEN×EXPO 2027, and to comply with the General Regulations, Special Regulations, Accessibility Guidelines, Sustainable Procurement Code, and other relevant rules of GREEN×EXPO 2027.

5. Benefits for Sponsors

Depending on the method and value of participation, sponsors are expected to receive some or all of the benefits listed below. Details, including the scope and method of use of such benefits, will be provided individually.

1. Right to Use a Sponsorship Title

The right to display a title indicating the sponsor's relationship with the Japan Pavilion and Garden, excluding use on products.

Example:

GREEN×EXPO 2027 Japan Pavilion and Garden [Name] Partner

Sponsorship Amount, Excluding Tax, and Sponsorship Title

50 million yen or more: Visionary Partner

30 million yen or more and less than 50 million yen: Leading Partner

10 million yen or more and less than 30 million yen: Collaborating

Partner Less than 10 million yen: Supporting Partner

2. Right to Display Name

The right to display the company or organization name on provided goods, on the Japan Pavilion and Garden website, on boards within the Japan Pavilion and Garden, and in other media.

3. Right to Use the Japan Pavilion and Garden Logo Mark

The right to use the Japan Pavilion and Garden logo mark for the following purposes.

The logo mark is currently under development and will be announced separately.

Examples of Use

A. Internal Company Use

- Business cards used by staff
- Envelopes commonly used by the organization

- Employee ID cards and other ID cards issued by the company or organization

At present, the logo mark may not be used for prizes or giveaway items. Please note that if the logo mark is used for prizes or giveaway items, a necessary usage fee may be charged.

B. Corporate or Organization Advertising

Corporate or organization image advertising, such as advertising intended to communicate information related to the Japan Pavilion and Garden or social contribution activities.

Advertising that leads to the promotion or sales promotion of products or services will be treated as “general product advertising.” Details regarding the handling of such advertising will be provided separately.

4. Right to Participate in Ceremonies and Events

The right to participate in ceremonies, events, and other programs hosted by the Government of Japan within the Japan Pavilion and Garden.

This applies only to certain sponsorship ranks.

5. Priority Admission to the Japan Pavilion and Garden

Granting of priority admission rights to the Japan Pavilion and Garden.

The number of people eligible for priority admission will be set according to the sponsorship rank.

6. Priority Use of Japan Pavilion and Garden Facilities

Granting of priority use rights for facilities of the Japan Pavilion and Garden, such as event spaces.

This applies only to certain sponsorship ranks.

6. Participation Procedure

1. Eligibility

Sponsors must be a single company or organization, or a group of multiple companies or organizations, whether domestic or overseas, that satisfies all of the requirements below. As a general rule, applications from individuals will not be accepted.

A. The person responsible for the application must be 18 years of age or older at the time of application.

B. The applicant must not be subject to a petition for commencement of bankruptcy proceedings under the Bankruptcy Act, a petition for commencement of rehabilitation proceedings under the Civil Rehabilitation Act, or a petition for commencement of reorganization proceedings under the Corporate Reorganization Act.

C. The applicant must not include any person listed in the items of Article 32, Paragraph 1 of the Act on Prevention of Unjust Acts by Organized Crime Group Members.

D. The applicant must not be subject to suspension of subsidy grants or nomination suspension measures by the Ministry of Land, Infrastructure, Transport and Tourism, including its headquarters or the Kanto Regional Development Bureau, the Ministry of Agriculture, Forestry and Fisheries, including its headquarters, Kanagawa Prefecture, or the City of Yokohama.

Details regarding confirmation of eligibility will be specified separately in the relevant forms.

2. Applications by Multiple Companies or Organizations

When applying for sponsorship participation as a group consisting of multiple companies or organizations, each member must satisfy all of the requirements listed in 1. Eligibility.

Examples of Applications by Multiple Companies or Organizations

Applications may be submitted by the secretariat of an industry association, a committee or participant group overseeing a corporate group or organization, a joint venture formed by companies, or similar entities.

When applying, please attach materials explaining the relationships among the members of the companies or organizations so that the relationship among the multiple companies or organizations is clear.

3. Submission of Application Form

A. Application Period

From the date on which the Sponsorship Application Guidelines are published.

As a general rule, applications will close once the sponsorship needs have been fulfilled. A deadline may be announced if necessary.

For applications submitted by postal mail, applications postmarked by the application deadline will be considered valid.

B. Submission Method

As a general rule, please submit the complete set of application documents by email to the address indicated below. Applications by postal mail will be accepted only if submission by email is not possible.

When submitting by postal mail, it is recommended to use a delivery method that enables confirmation of delivery to the Secretariat, such as Letter Pack or delivery-certified mail.

The email address and postal address are provided in “10. Contact for Inquiries Regarding Sponsorship for the Japan Pavilion and Garden.”

Email subject line:

[Submission] Documents for Sponsorship of the Japan Pavilion and Garden, Company or Organization Name

4. Documents to Be Submitted

A. Please submit one copy of each of the documents listed under “Documents Required for Application.”

B. Please download each form from the websites listed below. Forms will not be provided by postal mail.

Ministry of Land, Infrastructure, Transport and Tourism website

Ministry of Agriculture, Forestry and Fisheries website

C. The language used shall be Japanese, the currency shall be Japanese yen, and units shall be based on Japan Standard Time and the Measurement Act of Japan.

D. If the information to be entered in any form does not fit within the entry field, please provide the information on a separate sheet and submit it together with the form. In such cases, please clearly state that the information is provided on a separate sheet.

E. If submitted documents are incomplete or contain false statements, the applicant may lose eligibility to participate as a sponsor.

F. Once submitted, documents may not be corrected or replaced. However, this does not apply to corrections of minor errors or cases in which the Secretariat instructs the applicant to make corrections.

Documents Required for Application

1. Application Form for Sponsorship Participation in the Japan Pavilion and Garden at the International Horticultural Expo 2027, GREEN×EXPO 2027, Form 1
2. Certificate of Registered Matters. In the case of an association without legal capacity, documents separately specified by the Secretariat must be submitted.
3. Written Pledge related to the Yokohama City Ordinance for the Elimination of Organized Crime Groups, Form 2
4. In the case of an application by multiple companies or organizations: Member Notification Form, Representative Member, Form 3-1
5. In the case of an application by multiple companies or organizations: Member Notification Form, Members Other Than the Representative Member, Form 3-2
6. In the case of an application by multiple companies or organizations: Materials explaining the relationship among members, such as organization rules or a relationship diagram
7. Status of Initiatives Toward Ensuring Sustainability, Check Sheet, Form 4

In the case of an application by multiple companies or organizations, the documents listed in items 2 and 3 should be submitted for the representative member. However, documents concerning each member may be requested as necessary.

Item 7 must be submitted as an Excel file and must not be converted into PDF format.

5. Questions

Questions will be accepted at any time.

A. Submission Method

Please enter your questions in the GREEN×EXPO 2027 Japan Pavilion and Garden Sponsorship Participation Question Form, Form 5, and submit it to the Secretariat by email.

Responses to questions will be sent individually by email from the Secretariat.

The email address is provided in “10. Contact for Inquiries Regarding Sponsorship for the Japan Pavilion and Garden.”

Email subject line:

[Question] GREEN×EXPO 2027 Japan Pavilion and Garden Sponsorship, Company or Organization Name

6. Confirmation of Submission

The Secretariat will send a reply email confirming receipt within three business days to the email address from which the application documents were submitted.

If you do not receive a reply email from the Secretariat, please contact the Secretariat by telephone between 9:00 a.m. and 5:00 p.m. on weekdays, excluding Saturdays, Sundays, and national holidays.

The telephone number is provided in “10. Contact for Inquiries Regarding Sponsorship for the Japan Pavilion and Garden.”

7. Expenses

All expenses required for the preparation and submission of documents and for other procedures related to sponsorship of the Japan Pavilion and Garden shall be borne by the sponsor.

7. Future Schedule

The future schedule is as follows.

December 2025 onward:

Publication of the Sponsorship Application Guidelines and start of acceptance of participation applications

Thereafter, as needed:

Review and, if approved, contract execution

8. Other Matters

1. As a general rule, communications from the Secretariat will be sent by email.
 1. Depending on security settings, spam filtering, or other factors, emails may not be delivered properly. In some cases, the sender may not receive a delivery failure notice, and the Secretariat may not be aware of non-delivery unless contacted by the applicant.

Before submitting an application, please adjust your spam settings or email reception settings so that emails from the following domain can be received.

Domain:

expo2027yokohama.or.jp

2. As the Association is expected to send document data by email, applicants are requested to use, as much as possible, an email address that can be received on a PC or similar device.

9. Special Notes

- All information contained in these Application Guidelines is current as of December 25, 2025.
- The contents may be changed or revised depending on future circumstances.
- Contracts related to sponsorship of the Japan Pavilion and Garden will be concluded between the Association and the sponsor.

10. Contact for Inquiries Regarding Sponsorship for the Japan Pavilion and Garden

Japan Association for the International Horticultural Expo 2027

Japan Pavilion and Garden Secretariat

Government Exhibition Department, Government Exhibition Division

Address:

Matsumura Building Main Building, 1-13 Sumiyoshi-cho, Naka-ku, Yokohama, Kanagawa
231-0013, Japan

Email:

seifukyosan★expo2027yokohama.or.jp

To prevent spam, “@” is shown as “★.” Please replace “★” with “@” when sending an email.

Telephone:

045-307-2089

Telephone hours:

9:00 a.m. to 5:00 p.m. on weekdays, excluding Saturdays, Sundays, and national holidays

11. Reference Materials

- Basic Plan for the International Horticultural Expo 2027, Association website
- Basic Plan for the Government Exhibition at the International Horticultural Expo 2027, Ministry of Land, Infrastructure, Transport and Tourism and Ministry of Agriculture, Forestry and Fisheries websites
- Initiatives Related to Sustainability, Association website
- Status of Consideration of Accessibility, Association website
- General Regulations and Special Regulations of GREEN×EXPO 2027, Ministry of Land, Infrastructure, Transport and Tourism and Ministry of Agriculture, Forestry and Fisheries websites
- Accessibility Guidelines, Association website
- Sustainable Procurement Code and Related Materials, Association website

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