



CINEMA CARAVAN

CINEMA

**NISEKO HIRAFU  
GREEN PARK**  
Sponsorship



# Introduction

The Niseko Hirafu Green Park was launched to revitalize the central Niseko area during the summer. In its inaugural year, the event attracted a total of **12,532 visitors** and received support from **15 companies**, making it a resounding success in utilising the parkland effectively. We extend our heartfelt gratitude to everyone who contributed to this achievement.

Thanks to your support, we are excited to continue our initiative and collaborate with the Niseko Hirafu community to highlight the summer attractions and contribute to the area's revitalisation during the low season.

We look forward to working with local residents and businesses to uncover the charms of summer and further enhance the vibrancy of Niseko Hirafu.

We kindly ask for the continued support and sponsorship from manufacturers and local residents. Below is overview of the Niseko Hirafu Green Park.

Thank you in advance for your cooperation.



2024 NISEKO HIRAFU GREEN PARK KEY VISUALS

Niseko's rich nature and wildlife, along with the vibrant culture of film and music, form the essence of the Niseko Summer Hirafu community. This community serves as a hub for locals and tourists to connect and engage with one another. Our goal is to foster this "Hirafu Summer Community" by using the park as a platform to bring the residents together.

Design/HOLY @Nice&Co.

# OUR VISION

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We aim to rejuvenate the summer season in the region and create a platform for community interaction using the park. This platform will not only serve as a social hub for local residents but also as a venue for tourists to discover the area's attractions and showcase valuable local products to the world.

The Tokyu Land Group, owner of the Niseko Tokyu Grand Hirafu, will collaborate with us, leveraging its resources and communication expertise, to ensure the success of this event. Our goal is to establish it as a key destination-event in the Niseko Hirafu area and to develop it into a sustainable tourism resource during the Summer.



## ➤ A communal platform between local residents

- Regularly organise social events that encourage easy participation from local residents, fostering stronger community ties.
- Promote a love for the region through workshops and seminars that showcase history and culture of Niseko.

## ➤ Promoting regional attractions to tourists

- Create opportunities for local businesses to open stalls and set up booths, showcasing unique products and traditional crafts.
- Collaborate with restaurants and cafés in the area to offer special menus featuring locally-sourced ingredients.
- Provide a platform for businesses and producers to present new products and services.

## ➤ Development as a sustainable tourism destination

- Regularly host events to showcase and promote the region's attractions, increasing its visibility as a tourist destination.
- Implement environmentally sustainable event management practices, highlighting the region's commitment to preserving the natural environment.

# First year (2023) Activity results



**12,532**  
7/15~9/3  
Total number of  
visitors

**+877**  
Instagram  
Followers  
Acquired

**Approx. 6.5  
million yen**  
7/15~9/3  
Total Value  
of Sales

**10 articles**  
Media coverage  
Hokkaido Shimbun  
Nikkan Sports and  
others

**15  
companies**  
Sponsors

In 2023, this summer long event showcased Niseko's summer culture on an international scale.



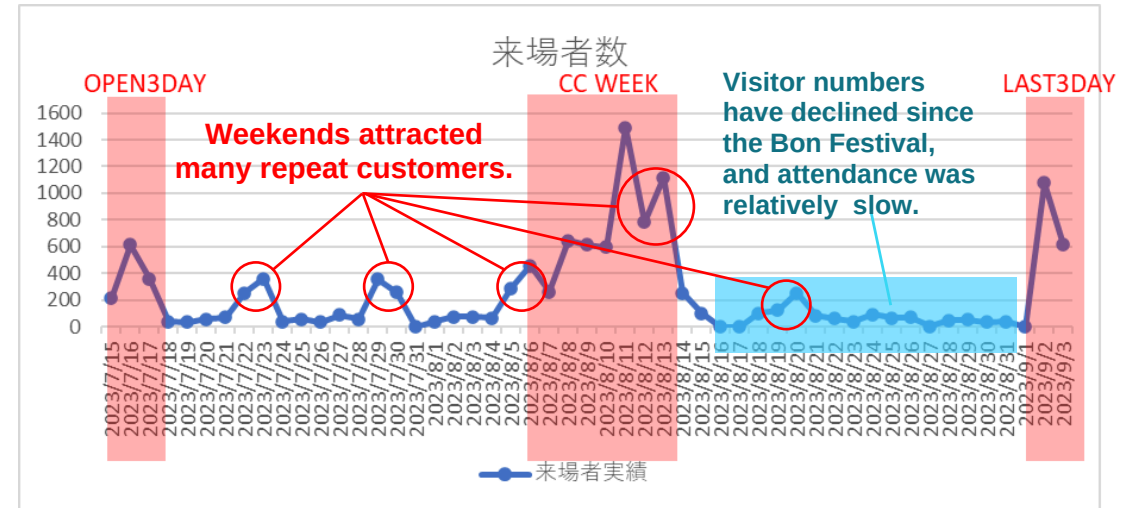
## ➤ 2023 Visitor Analysis

- ✓ Most people visited during the weekend.
- ✓ Open-air film festivals were popular.
- ✓ Weekends also attracted the most daytime visitors.

In 2024, most events will be held on weekends, complemented by a week-long film festival.

**12,532 people (2023) →  
Let's attract 20,000 people in 2024**

## ■ Visitor Numbers



■ Visitor count by time of day during weekends and non-film festival periods.

曜/時	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00
日月	23	7	122	183	177	239	91	220	278	250	260	135
火水	30	1	74	106	102	94	96	28	73	48	49	30
木金	8	7	41	58	45	32	23	25	35	15	15	0
土	15	4	17	33	4	10	14	34	36	24	20	0
	5	3	15	58	28	27	67	40	31	30	22	0
	0	2	33	66	56	66	31	26	27	18	18	2
	16	1	76	119	132	147	173	154	191	513	488	305
		6										

■ Visitor count by time of day during the week and throughout the film festival.

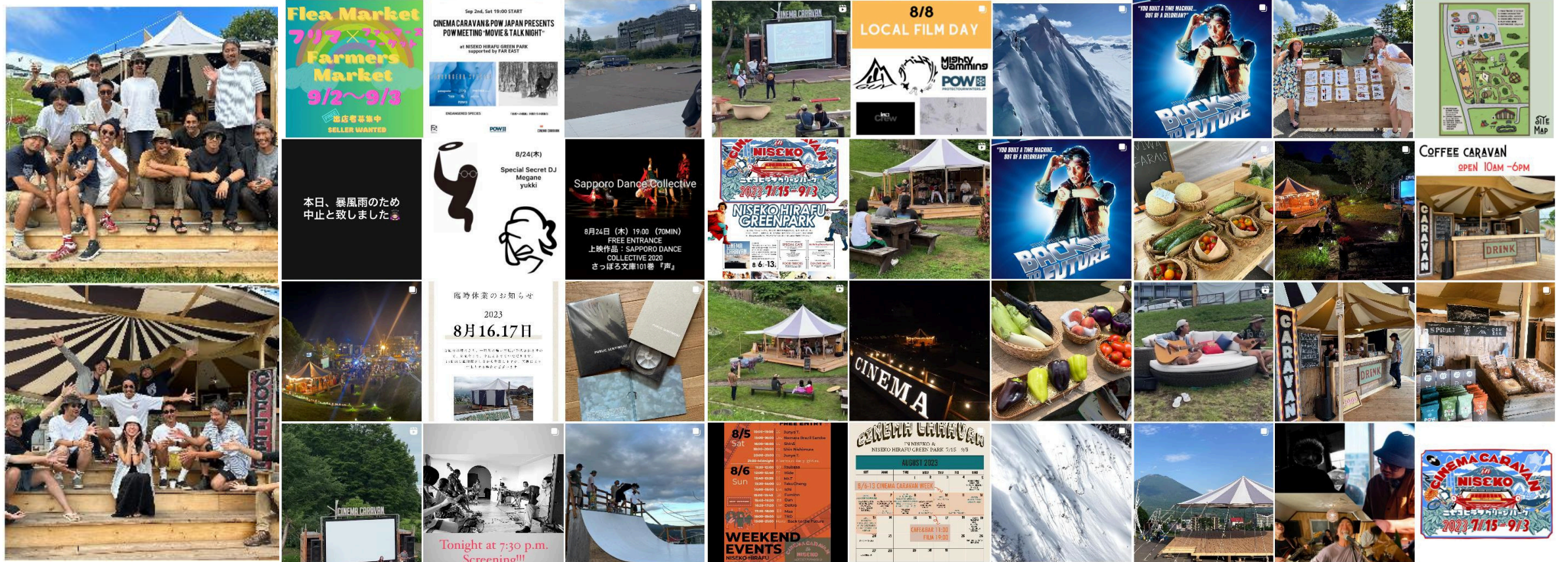
曜/時	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00
8月6日	0	16	25	32	33	93	37	51	22	50	70	30
8月7日	0	4	8	2	13	22	15	23	23	50	70	30
8月8日		0	0	12		11	9	15		250	200	150
8月9日		5	5		5	4	5	10	30	200	200	150
8月10日	5	15		13	15	13	7	10	20	200	200	100
8月11日	8	9	23	41	62	35	53	49	93	400	420	300
8月12日	0	12	7	32	27	65	59	89	94	150	150	100
8月13日	0	28	12	23	30	82	87	40	163	200	250	200



➤ Instagram + 877



Strengthen marketing strategies and communication.





## ➤ 2023 Media Coverage



Published in Hokkaido  
Shimbun 6 times, Yomiuri  
Shimbun, Nikkan Sports,  
POPEYE, et al.

Aim to attract Television Media Coverage

### ■ POPEYE WEB

POPEYE

PROMOTION

どうやら、ニセコは夏も最高らしい。

CINEMA CARAVAN in NISEKO&ニセコヒラフグリーンパーク

#PROMOTION



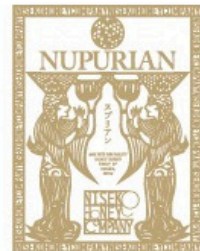
### ■ Hokkaido Shimbun (Newspaper)

- **6 July:** A community exchange space in the Hirafu area opens, featuring a mobile cinema, outdoor experiences, food and drink, and a variety of other activities from 15 July to 3 September.
- **17 July:** Hirafu's summer exchange center opens, offering outdoor experiences and gourmet food.
- **11 August:** Revitalisation of Kutchan and Niseko with Skybus, along with related events and discounts.
- **13 August:** Cinema Caravan arrives in Kutchan and Hirafu, showcasing global landscapes and lifestyles through films.
- **4 September:** Kutchan Town is set to become the future of ski destinations in Japan.
- **8 September:** Skybus successfully attracts 6,735 passengers in Kutchan and Niseko this season, surpassing the target by 1.5 times.





## ➤ 2023 Sponsors



Special sponsorship support from  
Niseko Tokyu Resort



# ➤ 2024 Detailed Implementation Proposals

**Name:** Niseko Hirafu Green Park

**Date:** 13 July (Sat) - 1 September (Sun)

## Attractions:

- **[Always]** Temporary playground equipment, rest area, Café Caravan
- **[Every Weekend]** Events and food trucks
- **[During Specific Periods]** Open-air film festival

**Location:** Parking Lot 1 and Hirafu Plateau Central Park

**Admission Fee:** Free (but Individual fees may apply depending on the activity)

**Organizer:** Niseko Hirafu Green Park Executive Committee



Zoning image



# ➤ Niseko Hirafu Green Park Plan



## Collaboration

- Niseko Trail
- Niseko SkyBus





## ➤ Sponsorship Details

We are offering four types of sponsorship slots this season. In addition to these options, we welcome support from other sources based on your budget and situation.

### GREEN PARK PARTNERS

#### ✓ GOLD

¥500,000

- Logo positioned on-site  
A3 size and  
ideal location
- GREEN PARK benefits  
50 drink vouchers\*

#### ✓ SILVER

¥250,000

- Logo positioned on-site  
A4 size
- GREEN PARK benefits  
25 drink vouchers\*

#### ✓ BRONZE

¥30,000

- Logo positioned on-site  
A5 size
- GREEN PARK benefits  
3 drink vouchers\*

#### ✓ GREEN

Sponsorship  
of goods

Used as raffle prizes

- Logo positioned on-site  
A5 size
- GREEN PARK benefits  
3 drink vouchers\*

\*Please note that drink vouchers are valid for non-alcoholic beverages such as coffee and soft drinks.



# NISEKO HIRAFU GREEN PARK

2024 7.13-9.1

Let's make it  
exciting together.

