Saitama Stadium 2002 Park
Value-Up Naming Rights Partner Application Guidelines

Reference translation: This English version is a translation of the original Japanese document and is provided for reference purposes only. In the event of any discrepancy between this translation and the Japanese original, the Japanese original shall prevail.

Saitama Prefecture (hereinafter the "Prefecture") invites applications, as set out below, from partners who will submit new proposals that leverage private-sector resources to enhance the added value of Saitama Stadium 2002 Park and the prefecture-owned facilities within the Park, and who will use a nickname for the Park and the facilities.

1 Facilities Subject to Naming Rights

(1) Facility names

Saitama Stadium 2002 Park and part of the prefecture-owned facilities within the Park

(Saitama Stadium 2002, No. 2 Ground, No. 3 Ground, No. 4 Ground and East Parking Lot)

(2) Location

Misono 2-chome, Midori-ku, Saitama City, Saitama Prefecture

(3) Facility overview

As set out in Attachment 1, "Facility Overview"

*As a result of inspections or for other reasons, the Park and facilities may undergo renovation in the future, and their use may be suspended accordingly.

2 Outline of the Call for Applications

(1) Eligibility

(a) The eligibility requirements are as set out in Attachment 2, "Eligibility Requirements."

(b) When applying as a group, please note the following:

(i) All corporations and other organizations comprising the group must satisfy the eligibility requirements.

(ii) A corporation or organization must be designated to represent the group.

(iii) A corporation or organization that has applied on its own may not become a member of a group.

(iv) No corporation or organization may be a member of more than one group at the same time.

(c) Applications may also be submitted through an advertising agency. In that case, a Power of Attorney (Form 3) must be submitted together with the application. The Prefecture will not pay any of the expenses incurred by the advertising agency in making the submission.

(2) Scope of the call

The Prefecture invites proposals for the following initiatives, which aim to achieve sustainable development and value co-creation over the long term by, for example, enhancing the value of Saitama Stadium 2002 Park and the prefecture-owned facilities within the Park and increasing the satisfaction of users, visitors and others. Applications must include proposals for both ① and ② below; an application proposing only one of them will not be accepted.

① The proposed amount, etc. for the purchase of the right to give a nickname to Saitama Stadium 2002 Park and the prefecture-owned facilities within the Park (hereinafter the "Naming Rights")
② A proposal that leverages private-sector resources to contribute to enhancing the added value of the Park and facilities

Applications must include proposals for both ① and ②; an application proposing only one of them will not be accepted.

(3) Application conditions, etc.

① Naming Rights fee, etc.

<Basic Rights>

Names of the Park and Saitama Stadium 2002

Prefecture's target contract amount (annual, excluding tax)	Contract period	Planned start of nickname use
JPY 500 million or more *1	5 years *2	July 2028 *2

(Notes)

*1 The minimum amount for the Naming Rights for the names of the Park and Saitama Stadium 2002, including nicknames, is JPY 250 million. Applications below this amount will not be accepted. The naming rights fee stated in the application must not include consumption tax and local consumption tax, which will be payable separately at the time of payment. The naming rights fee for any portion of the contract period shorter than one year will be calculated on a monthly basis.

*2 Applications for a contract period of five years and six months commencing in January 2028, which falls within the J.League winter break, are also acceptable. In principle, however, installation of nickname signs and display of the nickname on printed materials will begin in July 2028.

*3 If the Naming Rights Holder wishes to renew the contract upon expiry of the contract period, it will be granted a preferred negotiation right. This does not, however, guarantee renewal.

<Optional Rights>
If you wish to acquire Optional Rights, please indicate your intention during the Pre-application Consultation. Optional Rights may be purchased only by the party that acquires the Basic Rights and becomes the Naming Rights Holder.
At the time of Formal Application, state the Optional Rights you intend to purchase in the Saitama Stadium 2002 Park Value-Up Naming Rights Partner Application Form (Form 2) and in the Proposal Document (free format).

Facility	Minimum amount (annual, excluding tax)	Planned start of nickname use
No. 2 Ground	JPY 1 million	July 2028
No. 3 Ground	JPY 1 million	July 2028
No. 4 Ground	JPY 2 million	July 2028
East Parking Lot	JPY 1 million	July 2028

If you wish to acquire Optional Rights, please indicate your intention during the Pre-application Consultation. Optional Rights may be purchased only by the party that acquires the Basic Rights and becomes the Naming Rights Holder.
At the time of Formal Application, please state which Optional Rights you intend to purchase in the Saitama Stadium 2002 Park Value-Up Naming Rights Partner Application Form (Form 2) and in the Proposal Document (free format).
The contract period must be the same as the contract period proposed for the purchase of the Basic Rights.

② Proposals that leverage the applicant's resources to contribute to enhancing the added value of the Park and facilities

Referring to the reference document "Guide to the Call for Value-Up Naming Rights Partners for Saitama Stadium 2002 Park," please propose the introduction of equipment, services, etc. that are consistent with the envisioned direction of the Park and facilities to be achieved through the value-up and that will contribute to enhancing the added value of the Park and facilities.
We welcome proactive proposals for initiatives that contribute to enhancing added value, based on creative ideas that leverage the applicant's resources.
In principle, the costs of introduction, maintenance and management, etc. shall be borne by the Naming Rights Holder. However, the Prefecture may bear such costs, subject to consultation.
In addition, a proposal that makes use of facilities, etc. subject to Optional Rights requires the purchase of the relevant Optional Rights.

<Envisioned direction of the Park and facilities through the value-up>
"A stadium that maintains its brand value as the hallowed ground of football and is chosen by players, spectators, event promoters, and others"
(Reference: examples of initiatives)
1) Create a stadium where everyone can spend time safely and comfortably
Measures against extreme heat, congestion mitigation using data such as people-flow data, improvement of the facility environment, etc.
2) Create a stadium that event organizers choose
Introduction of state-of-the-art sound and lighting systems, development of the communications environment, operational support that reduces the burden on organizers, etc.
3) Create experiences that make people want to visit again and again
Enhancement of play areas and content that can be enjoyed on non-event days and before and after matches, etc.
4) Support the development of Japanese football
Holding new tournaments and events for interaction with players to broaden the base of football, etc.

In the Proposal Document (free format), describe the specific details of the proposal, the operating structure, operational methods, timing of introduction, cost sharing, and your approach to cooperation and coordination with existing users, together with the effects expected from the introduction (improvements in profitability, number of visitors and user satisfaction, sustainability, impact on the local community, etc.).

3 Nickname

(1) Naming conditions

(a) Of the "Name of the Park and Saitama Stadium 2002" under 2(3)①, the facility nickname shall include wording that expresses the function of this facility as one of Japan's leading venues (e.g., "○○○ Stadium," "◇◇◇ Field"), and the Park nickname shall consist of the facility nickname plus a name evocative of the function of a park facility (e.g., "○○○ Stadium Park," "◇◇◇ Field PARK").
The nicknames of facilities subject to Optional Rights shall likewise include wording that expresses the function of the relevant park facility (e.g., East Parking Lot → "△△△ East Parking," "△△△ East Lot"). If an applicant wishes to acquire rights to more than one of the No. 2, No. 3 and No. 4 Grounds, their nicknames shall be consistent with one another (e.g., "○○ Court," "△△ Court" and "□□ Court," respectively).

(b) Since the name given by the corporation, etc. is a nickname, the official name of the facility prescribed by ordinance will not be amended.

(c) During the selection of the Preferred Negotiation Right Holder by the Selection

Committee referred to in 10(1) below, the Prefecture may, if necessary, request partial modification of the nickname.

(d) Depending on the length of the nickname, an abbreviated name may be determined through consultation between Saitama Prefecture and the Preferred Negotiation Right Holder. The abbreviated name may be used in place of the nickname when displayed on printed materials, signs, etc.

(e) To avoid confusion among users, the corporation, etc. may not change the nickname during the contract period.

(f) Until the nickname is widely recognized, the official name may be displayed alongside the nickname.

(g) When the Park or the prefecture-owned facilities within the Park are used for international events, events sponsored by a company that competes with the company associated with the nickname, or similar events, the Prefecture may refrain from using the nickname containing a company name, product name, brand name, etc., or may cover name signs. In such cases, the Naming Rights Holder may not claim a refund of the naming rights fee or any other compensation.

(2) Prohibited nicknames

Any nickname deemed to fall under any of the following may not be given or used:

(a) A nickname that violates, or is likely to violate, laws and regulations, etc.

(b) A nickname that is, or is likely to be, contrary to public order or good morals

(c) A nickname that infringes or is likely to infringe fundamental human rights

(d) A nickname of a political nature

(e) A nickname of a religious nature

(f) A nickname that represents a particular ideology or position on a social issue

(g) Any other nickname deemed inappropriate for use as the nickname of a prefecture-owned asset

(h) A nickname that infringes the trademark rights or other rights of a third party

(3) Scope of the nickname

A corporate name, product name, brand name, etc., may be incorporated into the "nickname" of the facilities concerned; however, the nickname should be easy for the general public to understand. Corporate and brand logos, etc., may also be used.

*The Prefecture and the Designated Manager may use, free of charge, the intellectual property rights (meaning the rights prescribed in Article 2, paragraph (2) of the Intellectual Property Basic Act (Act No. 122 of 2002)) relating to the nickname and logo as finally determined.

4 Locations for Displaying the Nickname, etc. (Benefits for the Naming Rights Holder)

(1) Display of the nickname

(a) The nickname of the facilities, etc. may be displayed on the exterior walls of the facilities, on signs and information boards within the facility premises, and on

printed materials and other media (pamphlets, posters, flyers, the Prefecture's website, etc.). The specific candidate locations for signs and information boards are as shown in the "Candidate locations for displaying facility nicknames, etc." column of Attachment 1, "Facility Overview."

(b) Work involving construction, such as installation and replacement of name signs at the facilities and restoration to original condition, shall be carried out by the Naming Rights Holder. The scope, details, timing, etc., of the work shall be determined through consultation with the Prefecture and the relevant organizations. Please note that, due to structural constraints at the installation locations or constraints of administrative procedures such as applications for building confirmation (building permits), the desired nickname signs, etc., cannot always be installed even after consultation. When installing outdoor advertising signs, please consult the relevant Saitama City office in advance.

(c) In principle, the nickname will be displayed on newly produced printed materials.

(d) If the Naming Rights Holder wishes to change the display on road signs, etc. in the surrounding area, it shall, upon consultation with the Prefecture and the relevant organizations, carry out the change and the restoration to original condition for those signs that can be changed. Please note that the handling of road signs differs by type of sign. Blue guide signs (mainly white lettering on a blue background) display official names and, in principle, cannot be changed to the nickname. White guide signs (mainly blue lettering on a white background), on the other hand, may be newly installed, or the current facility name on them may be changed to the nickname, subject to consultation with the road administrator. Please consult us if you wish to make such changes.

(2) Benefits for the Naming Rights Holder other than display of the nickname

When events, etc., are held, the Prefecture will, to the extent possible, post information about the Naming Rights Holder, tag it, etc. through social media and other public relations channels available to the Prefecture.

(3) Proposals for benefits

If you wish to display the nickname at locations other than those indicated by the Prefecture, or wish to receive partnership-related benefits other than display of the nickname, please include these in your proposal. Whether such benefits can be granted, etc., will be determined through separate consultation after the Preferred Negotiation Right Holder has been determined. Please note that the details proposed may not necessarily be realized.

(4) Initiatives by the Prefecture to promote the nickname

(a) Once the Naming Rights Holder has been determined, the Prefecture will announce it through press releases, publication on its website, etc.

(b) To promote and establish the nickname, the Prefecture will use the nickname in its various public relations activities and will encourage facility managers, the media, municipalities within the prefecture, etc. to use the nickname.

5 Cost Sharing, etc.

(1) Costs borne by the Naming Rights Holder

(a) The following works, etc., relating to the facilities shall be carried out by the Naming Rights Holder at its own expense, in addition to the naming rights fee:

(i) Installation, removal, or change of facility signs, etc., associated with the use of the nickname, etc., and related facility modifications, etc.

(ii) Maintenance and management, such as repairs, of the facility signs, etc., installed or changed

(iii) Restoration of the facility signs, etc., to their original condition upon expiry of the contract period

(iv) Development, facility modifications, maintenance and management, restoration to original condition, etc., necessary to implement the proposals contributing to enhancing added value

(b) When displaying the nickname, etc. on any of the following, the Naming Rights Holder shall carry out the necessary procedures and shall bear any costs incurred in doing so:

(i) Items subject to regulation under the Outdoor Advertisement Ordinance

(ii) Changes of names on guide displays such as road signs

(c) When the Naming Rights Holder intends to establish or manage park facilities or to occupy and use the Park, such as by installing name signs, it must obtain permission from the Prefecture for the establishment or management of park facilities or for occupancy and use pursuant to Article 5, paragraph (1) or Article 6, paragraph (1) of the Urban Park Act (Act No. 79 of 1956; hereinafter the "Act"), Article 17 of the Saitama Prefecture Urban Park Ordinance (Saitama Prefecture Ordinance No. 98 of 1964; hereinafter the "Ordinance") and Article 2 of the Rules on Saitama Prefecture Urban Parks (Saitama Prefecture Rule No. 5 of 1970; hereinafter the "Rules"), and the prescribed park use charges will be payable to the Prefecture. However, this does not apply where a reduction of or exemption from the park use charges has been granted under Article 18 of the Ordinance and Article 9 of the Rules.

(d) When the Naming Rights Holder intends to engage in any of the acts, etc., listed in Article 9, paragraph (1) of the Ordinance, it must obtain permission for the act from the Designated Manager pursuant to the same paragraph, Article 22, paragraph (2) of the Ordinance and Article 3 of the Rules, and the prescribed usage fees will be payable to the Designated Manager pursuant to Article 28, paragraph (1) of the Ordinance. This does not apply, however, where a reduction of or exemption from the usage fees has been granted under the rules established by the Designated Manager pursuant to Article 30 of the Ordinance.

(e) When the Naming Rights Holder uses facilities installed in the Park by the Prefecture under Article 10, paragraph (1) of the Ordinance, it must obtain permission for use from the Designated Manager pursuant to the same paragraph, Article 22, paragraph (2) of the Ordinance and Article 5 of the Rules,

and the prescribed usage fees will be payable to the Designated Manager pursuant to Article 28 of the Ordinance. This does not apply, however, where a reduction of or exemption from the usage fees has been granted under the rules established by the Designated Manager pursuant to Article 30 of the Ordinance.

(f) Any other work that is carried out at the request of the Naming Rights Holder and gives rise to new costs, such as facility development, maintenance and management, or removal based on the proposals contributing to enhancing added value, shall be carried out by the Naming Rights Holder at its own expense.
Example: design commissioning fees, etc. incurred in redesigning existing printed materials

(g) The Naming Rights Holder shall bear the burden where, for reasons attributable to the Naming Rights Holder, damage is caused to a third party by the signs, etc., installed, or where the nickname infringes the trademark rights of a third party. Any other costs not provided for in these Application Guidelines or the contract shall be determined through consultation between the Naming Rights Holder and the Prefecture.

(2) Costs borne by Saitama Prefecture
The Prefecture will bear the costs of displaying the nickname on the Prefecture's website, in the Prefecture's public relations newsletter and on printed materials issued by the Prefecture.
However, this applies only to printed materials whose production begins after the nickname comes into use; the costs of changing the display on existing printed materials shall be borne by the Naming Rights Holder.

(3) Other
Other details of cost sharing associated with the use of the nickname, etc., will be determined through consultation.

(Cost sharing and implementing party)

Item	Cost borne by	Implemented by
Installation of signage on and off the premises (facility signs and road signs)*1	Naming Rights Holder*2	Naming Rights Holder
Design of facility signs	Naming Rights Holder	Naming Rights Holder
Restoration to original condition after the end of the contract period	Naming Rights Holder	Naming Rights Holder
Display on printed materials, such as pamphlets, produced by the Prefecture or the Designated Manager*3, and on websites	Prefecture or Designated Manager	Prefecture or Designated Manager
Production of the facility logo	Naming Rights Holder*2	Naming Rights Holder
Other work carried out at the request of the Naming Rights Holder	Naming Rights Holder	Naming Rights Holder

*1 Changes to displays on and off the premises, road signs, etc., are limited to those that can be changed upon consultation with the Prefecture and the relevant organizations. The installation of new signs, etc. will be discussed, including whether installation is possible.
*2 To be borne separately in addition to the naming rights fee. In principle, costs arising from new facility development, etc., shall be borne by the Naming Rights Holder, but consultation will be held as necessary.
*3 Limited to materials newly produced after the conclusion of the contract.

6 Use of the Naming Rights Fee

The naming rights fee will be used for capital investment that contributes to making the usage environment and natural environment of Saitama Stadium 2002 Park more attractive and to enhancing the added value of the park facilities, for measures to address aging infrastructure, and for similar purposes.

7 Application Procedures

(1) Application periods

① Pre-application Consultation (deadline for submission of the Entry Sheet: February 26, 2027 (Fri.))
From November 26, 2026 (Thu.) to March 26, 2027 (Fri.) (by email)

② Formal Application (the Pre-application Consultation under ① is mandatory)
From January 4, 2027 (Mon.) to April 23, 2027 (Fri.) (by email; all documents must arrive by the deadline)

(2) Application method, etc.

Before making a Formal Application, be sure to submit the "Entry Sheet (Form 1)." Based on the Entry Sheet, the Prefecture will confirm, among other things, any impact on prefectural operations through the Pre-application Consultation and dialogue on the details of the proposal.

The Pre-application Consultation is a prerequisite for a Formal Application.

Complete the required items in the "Saitama Stadium 2002 Park Value-Up Naming Rights Partner Application Form (Form 2)" and submit it by email. Even when applying by email, however, the "Certificate of Registered Matters (Certificate of All Historical Matters)" and the "tax payment certificates for corporate tax, corporate prefectural inhabitant tax, corporate enterprise tax, and consumption tax and local consumption tax" must be submitted in person or by post.

When submitting by email, please also notify us by telephone.

In the case of a group application, the documents must be submitted for every corporation and other organization comprising the group.

(a) Documents to be submitted

① Saitama Stadium 2002 Park Value-Up Naming Rights Partner Application Form (Form 2)

② Power of Attorney (Form 3)
*If an agent submits the application, attach the "Power of Attorney (Form 3)."

③ Corporate Number Declaration and Consent Form for Verification of Saitama Prefectural Tax Payment Status, etc. (Form 4)
*If you do not consent in Form 4 to the verification of the Certificate of Registered Matters of the corporation, etc., using the Corporate Base Registry, submit in person or by post a Certificate of Registered Matters (obtained within three months before the application date) or an equivalent document.
*A corporation, etc., that has a place of business (head office, regional office, branch, etc.) in Saitama Prefecture may, in principle, omit submission of the tax payment certificates for corporate prefectural inhabitant tax and corporate enterprise tax issued by Saitama Prefecture under ⑪ by submitting Form 4 (Corporate Number Declaration and Consent Form) and consenting to the use of the Tax Payment Status Verification System (meaning the system used by Saitama Prefecture in its operations that enables verification of the tax payment status, etc., of Saitama prefectural taxpayers). However, if the tax payment status, etc., cannot be verified through the Tax Payment Status Verification System, please submit the tax payment certificates.
*Please note that, even in the above case, submission of the tax payment certificates for corporate tax and consumption tax and local consumption tax cannot be omitted.

④ Overview of the corporation, etc., wishing to enter into a contract with the Prefecture as the Naming Rights Holder (Form 5)

⑤ Written Pledge (Form 6)

⑥ Proposal Document (details of the proposals for ① and ② described in 2(3) "Application conditions, etc.") (free format)

⑦ List of Officers (Form 7)

⑧ If a product name is used in the nickname, a document outlining the product

⑨ Company profile and future business plan (e.g., a medium-term management plan or management strategy formulated with a horizon of approximately three to five years)

⑩ Financial statements for the most recent three fiscal years

⑪ Tax payment certificates for corporate tax, corporate prefectural inhabitant tax, corporate enterprise tax, and consumption tax and local consumption tax
*For corporate tax, consumption tax, and local consumption tax, submit the tax payment certificate (Form 3-3, certifying that there is no unpaid corporate tax, consumption tax, and local consumption tax) issued by the

tax office.

*For corporate prefectural inhabitant tax and corporate enterprise tax, submit tax payment certificates for the most recent three fiscal years issued by a Prefectural Tax Office, etc.

*In addition to the documents listed above, additional materials may be requested as necessary.

(b) Submission and contact

Park Planning Group (Naming Rights), Parks and Stadium Division, Department of City Development, Saitama Prefectural Government
2nd Floor, Second Government Building, 3-15-1 Takasago, Urawa-ku, Saitama City, Saitama 330-0063, Japan
TEL: 048-830-5401 (from outside Japan: +81-48-830-5401)
Email: a5400-09@pref.saitama.lg.jp

*Reception hours for submission in person: 8:30 to 12:00 and 13:00 to 17:15 Japan Standard Time (excluding Saturdays, Sundays and national holidays)

*For submission by post, write "NR 申込書関係書類在中" (Naming rights application documents enclosed) on the envelope.

*For submission by email, use the subject line "埼玉スタジアム2002公園 ネーミングライツ申込書関係書類" (Saitama Stadium 2002 Park naming rights application documents).

(c) Questions

Questions regarding the content of these Application Guidelines, etc., will be accepted by email as follows.

*Questions by telephone will not be accepted.

(i) Acceptance period

From November 26, 2026 (Thu.) to 5:00 p.m. on April 9, 2027 (Fri.), Japan Standard Time

(ii) Method of submission

Complete the Question Form regarding the Application Guidelines, etc. (Form 8) and submit it by email.
Subject: "「埼玉スタジアム2002公園」のネーミングライツに関する質問" (Question regarding the naming rights for Saitama Stadium 2002 Park)
To: saitama.namingrights@saitamakouen.com

(iii) Method of response

Questions and answers will be published on the Prefecture's website (the names of questioners will not be disclosed). However, questions and answers concerning the details of individual proposals will not be published.
URL: https://www.pref.saitama.lg.jp/a1105/namingrights-stadium.html

8 Points to Note When Applying

(1) Once a Formal Application has been made, the submitted documents may not be resubmitted or revised (except for minor corrections).

(2) If you wish to withdraw after making a Formal Application, please submit a notice of withdrawal (free format).
(3) All costs relating to the application shall be borne by the applicant, and submitted documents, etc., will not be returned.
(4) An applicant will be disqualified if the submitted documents contain any false statement, if the applicant is found not to meet the eligibility requirements, or if any other misconduct is found.
(5) Additional materials may be requested where deemed necessary for the screening.
(6) As part of measures against aging, etc., all or part of the Park and facilities may temporarily become unavailable due to repair work, etc. In such cases, the Naming Rights Holder may not claim a refund of the naming rights fee or any other compensation.
(7) If the Park or the facilities as a whole become unavailable for an extended period due to measures to prevent the spread of infectious diseases, large-scale renovation, etc., the Naming Rights Holder and the Prefecture shall consult and decide on the response, such as amending the terms of the contract.
(8) If the value of the Park or the facilities increases or decreases significantly due to large-scale renovation, significant deterioration, etc., the Naming Rights Holder and the Prefecture shall consult and decide on a change to the contract amount.
(9) In exercising the rights associated with the naming rights, the Naming Rights Holder shall endeavor not to hinder the activities of existing users of the Park and facilities and shall seek good relations with them as far as possible.
(10) After the conclusion of the contract, the Prefecture may terminate the contract if the party is deemed inappropriate as the Naming Rights Holder, such as where it becomes clear that the application was false or that the party has lost its eligibility, or where there is a risk that the image of the Prefecture or the park facilities will be damaged by acts, etc. that impair social credibility. In such a case, the costs required for restoration to original condition associated with the termination shall be borne by the Naming Rights Holder.
(11) This call for applications is being conducted as an initiative for the appropriate maintenance and renewal of Saitama Stadium 2002 Park and the prefecture-owned facilities within the Park and for enhancing the attractiveness and value of the park facilities into the future. It is not intended to change existing operations.

9 Facility Tours

(1) Briefing session and facility tour

A briefing session combined with a facility tour will be held as follows.

(a) Scheduled dates

Session 1: December 10, 2026 (Thu.)

Session 2: December 18, 2026 (Fri.)

* The briefing session is expected to last approximately one hour, followed by a facility tour of approximately one hour.

(b) How to register

Please send the following information by email no later than two days before the session date.

Subject: "説明会参加希望「埼玉スタジアム2002公園　ネーミングライツ事業」"
(Registration for the briefing session: Saitama Stadium 2002 Park Naming Rights Project)

To: saitama.namingrights@saitamakouen.com

Body: preferred date, number of attendees (maximum of three), and the company name and the name, telephone number, and email address of the contact person among the attendees

(2) Individual facility tours

Separately from the above tour, requests for individual facility tours will be accepted as follows.

*Please note that an individual tour may be held together with other prospective participants.

(a) Acceptance period

From January 4, 2027 (Mon.) to February 26, 2027 (Fri.)

(b) How to apply

Please send the following information by email.

Subject: "見学希望「埼玉スタジアム2002公園」のネーミングライツ事業"
(Request for a facility tour: Saitama Stadium 2002 Park Naming Rights Project)

To: saitama.namingrights@saitamakouen.com

Body: preferred dates and times　(multiple options), number of participants, and the company name and the name, telephone number, and email address of the contact person among the participants

10 Selection Method

(1) A Selection Committee will be established. Based on the submitted documents and presentations and in accordance with the selection criteria below, it will comprehensively examine the naming rights fee, appropriateness of the nickname, branding, social and community contribution, proposals contributing to enhancing added value, business stability, etc., and select a Preferred Negotiation Right Holder from among the applicants.

Depending on the results of the screening, the Prefecture may decide not to select a Preferred Negotiation Right Holder from among the applicants, such as where an extremely low score is given for any evaluation item in the selection criteria.

The Selection Committee will be established and will conduct the screening even if there is only one applicant.

(Evaluation items and points)

Evaluation item	Evaluation criteria	Points
Naming rights fee	Whether the amount is appropriate in light of the application conditions (desired amount: JPY 500 million or more per year; contract commencement: July 2028; etc.) *Relative evaluation based on the total amount for the Basic Rights and Optional Rights *If a contract commencing in January 2028 is requested, the naming rights fee for January to June 2028 will be added to the above to determine the evaluated amount	40
Appropriateness of the nickname Branding Social and community contribution	Familiarity and clarity of the nickname for residents of Saitama Prefecture, and consistency with the purpose of establishment and the image of the Park and facilities Compatibility of the applicant's management philosophy and the purpose of its proposal with park operations and the activities of existing users Philosophy and track record of social and community contribution, etc.	40
Proposals for enhancing added value	Compatibility of the proposed initiatives for enhancing added value with the envisioned direction of the Park and facilities through the value-up and with the activities of existing users Feasibility of the proposal, expected effects of introduction, operating structure, and approach to operational methods, timing of introduction, cost sharing, etc.	20
Business stability	Stability and soundness of management in light of past financial position, future business plans, etc.; ability to pay the naming rights fee; existence of any past misconduct; etc.	Pass/Fail
Total		100

(2) A minimum score will be set for each item. An applicant with any item that falls below the minimum score will not be selected as the Preferred Negotiation Right Holder.

(3) The selection results will be notified to all applicants in writing.

(4) After the order of preferred negotiation has been determined, the Prefecture will negotiate individually with the Preferred Negotiation Right Holder on the conclusion of the Value-Up Naming Rights Project Agreement. Upon agreement between the Prefecture and the Preferred Negotiation Right Holder, the latter will be formally determined as the Naming Rights Holder.

If the negotiations do not result in agreement, the Prefecture may move up the next-ranked party in the order of preferred negotiation as the Preferred Negotiation Right Holder and negotiate with that party. Even where an application has been submitted through an agency, etc., the Naming Rights Project Agreement will be concluded between the Prefecture and the Naming Rights Holder.

(5) The name of the Naming Rights Holder selected, the naming rights fee, the number of applicant organizations, the titles and names of the Selection Committee members, and the scores for each evaluation item will be published on the Prefecture's website, etc. In addition, the details of applications, the selection results, etc., may be disclosed in accordance with the Saitama Prefecture Information Disclosure Ordinance.

11 Schedule

(1)	Entry Sheet submission period	Nov. 26, 2026 to Feb. 26, 2027
(2)	Pre-application Consultation period	Nov. 26, 2026 to Mar. 26, 2027
(3)	Question acceptance period	Nov. 26, 2026 to Apr. 9, 2027
(4)	Briefing session and facility tour	Dec. 10, 2026 and Dec. 18, 2026
(5)	Formal Application period	Jan. 4, 2027 to Apr. 23, 2027
(6)	First screening (formal review of documents)	Early to late May 2027 (tentative)
(7)	Second screening (substantive review, including presentation)	Early to late June 2027 (tentative)
(8)	Notification of results	Early July 2027 (tentative)
(9)	Consultation with the candidate	July 2027 onward (tentative)
(10)	Conclusion of the contract	July 2027 onward (tentative)

*From the first screening onward, the schedule may be brought forward or postponed depending on the number of applicants, the status of consultation with candidates, etc.