



The 15th International Turfgrass Research & Conference 2025

<https://itrc2025.turfsociety.com/>



6th January 2023

The 15th International Turfgrass Research Conference

SPONSORSHIP BROCHURE



Greetings from the President

The 15th International Turfgrass Research Conference (ITRC) will be held at the Karuizawa Prince Hotel West in Karuizawa, Nagano, Japan from 12-16 July 2025. This is only the second time that the conference will be held in Japan; it was first hosted in Tokyo in 1989. Karuizawa is a popular summer resort area for the residents of Tokyo. It has convenient access from central Tokyo, which has ensured its popularity as a location for second homes.

The International Turfgrass Society (ITS) is a non-profit scientific organization established in 1969 to encourage research and education in turfgrass science. The mission of ITS is to promote personal communication among the international community of turfgrass researchers by organizing international conferences for the dissemination of research and information on all phases of turfgrass production and use. To this end, International Turfgrass Research Conferences are held at 4-year intervals. Past conferences have been held in the United Kingdom (1969, 2005), United States (1973, 1993, 2017), Germany (1977), Canada (1981, 2001), France (1985), Japan (1989), Australia (1997), Chile (2009), China (2013), and Denmark (2022). Following the latest conference in Copenhagen, the ITRC will be held in Japan in 2025 for the first time in 36 years.

Technologies related to turfgrass management? science? have made great strides in recent years. Turfgrasses in Japan have been mainly used for beautifying Japanese gardens and for erosion control. However, with the golfing boom from the late 1980's, turfgrasses have also become popular for use in sports venues. Since the inauguration of J-League soccer in 1993, turfgrass soccer pitches have been created all over Japan. The turf used on soccer fields is well maintained, helps prevent injuries, and can be used safely and comfortably by children and professional players alike, thus greatly contributing to the popularity of the game that we see today. In addition, we are now seeing many Japanese professional soccer players succeeding overseas. Improvements in turfgrass maintenance and management techniques for golf courses and sports fields in Japan have greatly contributed to the increase in the number of athletes in the country. In Japan, the Rugby World Cup was held in 2019, and the Tokyo Olympics were held in 2021. Plants are known to have a healing effect on the human mind and help relieve stress, and this concept is being applied in horticultural therapy. Thus, lawns have beneficial effects on human minds and bodies, whether “actively” (sports turf) or “passively” (aesthetics).

Recently, the United Nations set 17 Sustainable Development Goals (SDGs) to enhance and transform our world. In many countries that follow the SDGs, companies and organizations have set specific goals and are working to achieve them. There are a number of ways that people associated with turfgrass can contribute to achieving these goals. Goal 3: “Good health and well-being for all people” and Goal 15: “Protecting life on land” are typical examples. In addition, turfgrass-related



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companies are working to achieve Goal 8: “Fulfilling work and economic growth” through their efforts. We will work toward achieving these goals through ITRC 2025. One of the aspirations of the SDGs is to have “a company not only focus on its own financial situation, but also on whether it fulfills its responsibilities to the environment and society.” The fact that turfgrass-related companies are striving to achieve SDGs and bring about beneficial effects for society contributes to improving the environment, enhancing their corporate image, and helping consumers select products and services to help maintain a healthy and sustainable environment.

The combined knowledge of researchers and engineers from Japan and abroad will be brought together at the 2025 ITRC to help solve “existing issues” and encourage people in industry, government, and academia to work together to create a green and rich living environment that maximizes green space in society.

Hideaki Tonogi
President
International Turfgrass Society

DESCRIPTION OF SPONSORSHIP OPPORTUNITIES

Sponsorship packages are now available to organizations as an opportunity to show their support for the 15th ITRC and the turfgrass industry. Funds generated from such sponsorships will help reduce the cost of registration for attendees from around the world, provide travel scholarships for students studying turfgrass science, and will help improve the quality and impact of this conference for hundreds of individuals.

We invite you to become a sponsor for this exciting international conference. It is a unique opportunity to showcase your organization as a major supporter of turfgrass science and education to conference attendees from around the world.

- ◆ Approximately 350-500 participants from 30 countries are expected to participate.
- ◆ Attendees will include academic and industry delegates from many countries who represent our foremost international turfgrass experts.
- ◆ The meeting will be extensively marketed world-wide and will highlight the commitment of sponsoring organizations to the turfgrass scientific community and the turfgrass industry.

Position your organization as a world leader by becoming a conference sponsor today!

Don't miss out on the #1 marketing and networking opportunity for the international turfgrass research community and industry in 2025!



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SPONSORSHIP PACKAGES

The following sponsorship opportunities are available for the 15th International Turfgrass Research Conference in Karuizawa, Nagano, Japan

A) PREMIER SPONSOR:

3,000,000 JPY (approximately US\$22,000 ※\$US=135JPY) excluding taxes and duties if any.

As a *Premier sponsor*, your organization will receive the following special recognition:

1. Your organization's logo will be listed on the *conference website homepage* as a Premier conference sponsor.
2. Your organization's logo will be listed on all *conference registration panels*.
3. Your organization's logo will be listed on the *conference entry panel to the poster session* as a Premier sponsor.
4. Your organization's logo will be listed on the conference proceedings as a Premier Sponsor.
5. Your organization's leaflets and other informational material will be included in the conference bag.
6. Time will be set aside for your products to be introduced at two sessions of the "practitioner seminar" on Sunday, 13 July 2025.
7. Your organization will be recognized during announcements made at the dinner.
8. You will receive *free conference attendance for up to three delegates*

B) PLATINUM SPONSOR:

2,000,000 JPY (approx. US\$15,000 ※\$US=135JPY) excluding taxes and duties if any.

As a Platinum sponsor, your organization will receive the following special recognition:

1. Your organization's logo will be listed on the *conference website homepage* as a Platinum conference sponsor.
2. Your organization's logo will be listed on all *conference registration panels*.
3. Your organization's logo will be listed on the *conference entry panel to the poster session* as a Platinum sponsor.
4. Your organization's logo will be listed on the conference proceedings as a Platinum Sponsor.



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5. Your organization's leaflets and other informational material will be included in the conference bag.
6. Time will be set aside for your products to be introduced at the "practitioner seminar" on Sunday, 13 July 2025.
7. You will receive *free conference attendance for up to two delegates*.

C) GOLD SPONSOR:

1,000,000 JPY (approx. US\$7,500 ※\$US=135JPY) excluding taxes and duties if any.

As a Gold sponsor, your organization will receive the following special recognition:

1. Your organization's logo will be listed on the *conference website homepage* as a Gold level sponsor.
2. Your organization's logo will be listed on all *conference registration panels*.
3. Your organization's logo will be listed on the *conference entry panel to the poster session* as a Gold sponsor.
4. Your organization's logo will be listed on the conference proceedings as a Gold Sponsor.
5. Your organization's leaflets and other informational material will be included in the conference bag.
6. Time will be set aside for your products to be introduced at the "practitioner seminar" on Sunday, 13 July 2025.
7. You will receive *free conference attendance for up to one delegate*

D) SILVER SPONSOR:

600,000 JPY (approx. US\$4,500 ※\$US=135JPY) excluding taxes and duties if any.

As a Silver sponsor, your organization will receive the following recognition:

1. Your organization's logo will be listed on the *conference website* as a Silver level sponsor.
2. Your organization's logo will be listed on all *conference registration panels*.
3. One leaflet from your organization will be included in the conference bag provided to all attendees.



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E) BRONZE SPONSOR:

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) excluding taxes and duties if any.

As a Bronze sponsor, your organization will receive the following recognition:

1. Your organization's logo will be listed on the *conference website* as a Bronze level sponsor.
2. Your organization's logo will be listed on all *conference registration panels*.

F) STUDENT ORAL and POSTER COMPETITION SPONSOR:

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) excluding taxes and duties if any.

This sponsorship will *provide funding for student oral and poster competition awards at the ITRC*. This is a unique opportunity to help support a future leader in the turfgrass industry!

Each sponsorship will be used to *provide cash prizes* to recipients of student oral and poster competition awards at the ITRC and a student membership to ITS.

1. Your organization's logo will be listed on the *conference website* as a student oral and poster competition sponsor.

G) STUDENT TRAVEL SPONSOR:

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) per student excluding taxes and duties if any. This sponsorship will *provide funding for a student to attend the ITRC*. This is a unique opportunity to help support a future leader in the turfgrass industry!

Each sponsorship will *pay for one student's travel expenses* to the meeting along with conference registration and a student membership to ITS.

1. Your organization's logo will be listed on the *conference website* as a student travel sponsor.
2. Your organization's logo will be listed on all *conference registration panels* indicating your organization's name and the number of students supported.

H) ITRC SUPPORTER:

100,000 JPY (approx. US\$750 ※\$US=135JPY) excluding taxes and duties if any.

As an ITRC Supporter sponsor, your organization will receive the following recognition:

- Your organization's logo will be listed on the *conference website* as an ITRC supporter.



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

1) Technical Tour Dinner Sponsor (Tuesday, 15 July):

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) excluding taxes and duties if any for the dinner. This sponsorship will provide funding for the dinner following the technical tour.

As a technical tour dinner sponsor, your organization will receive the following special recognition:

- Your organization's logo will be featured on the *dinner menu*.
- Your organization will be recognized during announcements made at the dinner.

2) Lunch Sponsor:

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) excluding taxes and duties if any for each lunch. This sponsorship opportunity is for one of **five** lunches during the conference and is limited to just **5** sponsors.

As a lunch sponsor, your organization will receive the following special recognition:

- Your organization will be recognized during announcements made at the lunch.
- Your organization's logo will be placed on all signage for that day's lunch

3) Session Sponsor:

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) excluding taxes and duties if any. This sponsorship opportunity is limited to the number of sessions in the program.

As a session sponsor, your organization will receive the following special recognition:

- Your organization will be recognized during announcements made at the session.
- Your organization's logo will be placed on all signage for the sponsored session.

4) Breakfast Sponsor:

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) excluding taxes and duties if any for each breakfast. This sponsorship opportunity is for one of **five** breakfasts during the conference and is limited to just **5** sponsors.

As a breakfast sponsor, your organization will receive the following special recognition:

- Your organization will be recognized during announcements made at the breakfast.
- Your organization's logo will be placed on all signage for that morning's breakfast.

5) Coffee Break Sponsor:

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) excluding taxes and duties if any



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for each coffee break. This sponsorship opportunity is for one of **seven** coffee breaks during the conference and is limited to just **7** sponsors.

As a coffee break sponsor, your organization will receive the following special recognition:

- Your organization name and logo will be placed on all tables used for the coffee break.

PRE-CONFERENCE TOUR SPONSORSHIP OPPORTUNITIES

1) Pre-Conference Tour Sponsor:

300,000 JPY (approx. US\$2,300 ※\$US=135JPY) excluding taxes and duties if any.

This sponsorship will provide funding to reduce expenses associated with the pre-conference tour that will start in either Sapporo from North of Japan or Hakata from west of Japan. This tour will also include a tour of turfgrass-related facilities. Currently in the planning stages, the committee will determine and guide one of the above tours after review.

As a Pre-Conference Tour sponsor, your organization will receive the following recognition:

1. Your organization's logo will be listed on the *conference website* as a Pre-Conference Tour sponsor.
2. Your organization's logo will be listed on all *conference registration panels*.
3. Your organization will be recognized during announcements during the tour.



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SPONSORSHIP APPLICATION FORM

Please complete this form and email to

Mr. Hideaki Tonogi, President,
International Turfgrass Society, c/o Japanese Society of Turfgrass Science,
H-310, 3-1- Kotesashi-cho, Tokorozawa-shi, Saitama 359-1141 Japan
Tel: +81-90-1268-6937, Email: tonogi1234@jcom.home.ne.jp

Organization Name: _____

Organization Address: _____

Country: _____

Telephone #: _____

Email Address: _____

Organization's core business: _____

Organization's contact person: _____

- We have read the "Sponsorship Package Proposal" sent to us.
- We agree with all the terms described in the "Sponsorship Package Proposal" and "Sponsorship Terms and Conditions."

Please list below your selected sponsorship level along with amount (JPY) for the 15th annual ITRC.

Sponsorship Level: _____

Sponsorship Japanese Yen (JPY) Amount: _____

Please confirm the acceptance of your organization's sponsorship application by sending:

1. Written confirmation of sponsorship application acceptance on your organization's letterhead.
2. Sponsorship contract signed by an organization representative and returned to:

Mr. Hideaki Tonogi, President,
International Turfgrass Society, c/o Japanese Society of Turfgrass Science,
H-310, 3-1- Kotesashi-cho, Tokorozawa-shi, Saitama 359-1141 Japan
Phone: +81-90-1268-6937, Email: tonogi1234@jcom.home.ne.jp



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SPONSORSHIP TERMS AND CONDITIONS

Payment conditions:

Payments must be made by bank transfer in Japanese Yen (JPY), including taxes. Sponsorship payment can be spread out over several years, but the first payment must be received within **30 days** of receipt of application acceptance unless other arrangements are made in advance with the ITS President.

Sponsorship acceptance:

The local organizing committee of the 15th ITRC, in consultation with the ITS, reserves the right to refuse an organization's sponsorship application after evaluation of the relevancy of the applying organization's core business to the conference's topics and objectives.

Invoicing:

Conference sponsorship will be invoiced by:

Mr. Hideaki Tonogi, President

International Turfgrass Society, c/o Japanese Society of Turfgrass Science

H-310, 3-1- Kotesashi-cho, Tokorozawa-shi

Saitama 359-1141 Japan

Phone: +81-90-1268-6937, Email: tonogi1234@jcom.home.ne.jp

Cancellation policy:

A cancellation fee of 50,000 JPY will be applied to all sponsor packages cancelled 60 days or more prior the conference. Refunds will not be issued 60 or fewer days before the conference. All cancellations must be in writing.

Inquiries and applications:

For all sponsorship applications, please fill in the attached form and send by email to:

Mr. Hideaki Tonogi, President

International Turfgrass Society, c/o Japanese Society of Turfgrass Science

H-310, 3-1- Kotesashi-cho, Tokorozawa-shi

Saitama 359-1141 Japan

Phone: +81-90-1268-6937, Email: tonogi1234@jcom.home.ne.jp



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GENERAL INFORMATION

1. 15th ITRC dates: 12-16 July 2025
2. Venue: Karuizawa Price Hotel West
1016-87 Karuizawa, Karuizawa-machi, Kitasaku-gun Nagano, 389-0193 Japan
Phone: +81-(0)267-42-1111



3. Organizer: The International Turfgrass Society (ITS)
4. Co-organizer: Japanese Society of Turfgrass Science (JSTS)
5. Anticipated countries and participants: 30 countries and 500 attendees

- ✓ Karuizawa is a popular summer resort area for the residents of Tokyo. It has convenient access from central Tokyo.



Overview of Karuizawa Hotel Resort



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6. Conference Program

			Time	Program
July	12	Sat.	PM	Opening Ceremony, Keynote speeches, Oral presentations, Welcome Reception
July	13	Sun.	All day	Practitioner seminar, Oral &Poster presentations
July	14	Mon.	AM	Graduate student presentation contest, Oral &Poster presentations
July	14	Mon.	PM	Oral & Poster presentations
July	15	Tue.	All day	Technical tour (1) Saitama area, (2) Karuizawa-Nagano area
July	16	Wed.	AM	Zoysiagrass symposium, Oral &Poster presentations
July	16	Wed.	PM	ITS quadrennial meeting, Graduate Student Contest Awards, Banquet

7. Practitioner seminar

- a) Date: 13 July 2025 (Translation into Japanese and English will be provided)
- b) Venue: Karuizawa Price Hotel West
- c) Target participants: Turf management practitioner (superintendents, green keepers, groundmen, etc.) and academic and industry decision makers.
- d) Contents: Sponsoring companies will have a chance to introduce their technologies, products, and latest research results to practitioners in turfgrass management. Presentations will be translated to Japanese and English by the ITRC organizer.