

# Attraction

Traditional entertainment, music, and performances unique to Sendai to make your event special.



## Oshu Sendai Omotenashi Group Date Bushotai Warriors

The founder of Sendai, DATE Masamune and his vassals return to the modern day to introduce the appeal of his land to the world. The group, based at the ruins of Sendai Castle, is actively involved in events, television and radio. Using the slogan "Together to the future, Sendai, Miyagi, Tohoku" they continue their crusades today!

🕒 Duration	20 - 30 minutes
💰 Cost	130,000 yen for 3 entertainers, 180,000 yen for 5 entertainers, 204,000 yen for 6 entertainers (excl.tax)
📅 Reservations	Please inquire directly
📞 Inquiries	<b>Heart &amp; Brain Co., Ltd.</b> TEL:81-22-748-4830 or info@datebusyou.jp



## Sendai Suzume Odori (Sparrow Dance)

This dance represents local Sendai entertainment and is said to have begun in 1603 as a dance to celebrate the completion of the walls of Sendai Castle. The dance has nimble and uplifting characteristics and is performed by approximately 140 dance groups in the Sendai Aoba Festival in May. It is also performed at various events and can be arranged for various sized stages and times.

🕒 Duration	10 - 20 minutes
💰 Cost	80,000 - 150,000 yen (depending on the number of people and festival group)
📅 Reservations	Up to 1 month in advance
📞 Inquiries	<b>Sendai Aoba Matsuri Supporting Organization</b> TEL:81-22-223-8441 or info@aoba-matsuri.com



## Sangen Odashimaryu

This is a group of Tsugaru Shamisen musicians instructed by Tokuo Odashima. They have many titles from national contests. They are expanding to perform overseas and performed at the G8 Toyako Summit and also at an event to celebrate the 35th anniversary of the Japan-China Treaty.

🕒 Duration	20 - 30 minutes (negotiable)
💰 Cost	100,000 yen ~
📅 Reservations	Please inquire directly
📞 Inquiries	<b>Contact: Aratani</b> TEL:81-22-285-6740 or mizuho.k.0524@gmail.com

## Kamo Tsunamura Drums



This creative Japanese Taiko drum group has taken first place in the Tohoku Japanese drum competition. They are expanding its range of activities and participates in the National Taiko Drum Festival, as well as performing abroad. You can also choose to have them include a performance of the "Sparrow Dance" with the program.

🕒 Duration	5 - 30 minutes
💰 Cost	30,000 - 100,000 yen (5 - 10 performers)
📅 Reservations	Please inquire directly
📞 Inquiries	<b>Contact: Oikawa</b> TEL:81-90-4478-3563 or kamotsunamura@ezweb.ne.jp

## Yuriage Drums Preservation Society



Formed in 1992. Dynamic taiko drumming and traditional song depict fishery scenes in Yuriage, Natori. Overcoming devastating damage to the area by the Great East Japan Earthquake, performers are back on the stage to show Yuriage's vitality and appreciation for recovery supports.

🕒 Duration	Please inquire directly
💰 Cost	30,000 yen ~
📅 Reservations	Please inquire directly
📞 Inquiries	<b>Contact: Miura</b> TEL:81-90-4314-2543 or yuriagedaiko@yahoo.co.jp

## Sho Asano (Tsugaru Shamisen artist)



This young, talented performer from Sendai holds the record as being the youngest champion in a national competition, and is in the Hall of Fame. He often performs abroad and has been selected for the "beyond 2020" program for his achievements that convey the joy of Japanese instruments to a wide range of age groups.

🕒 Duration	30 minutes - 2 hours
💰 Cost	300,000 yen ~
📅 Reservations	Between 1 - 6 months in advance
📞 Inquiries	Please contact Sendai Convention Bureau

## Chigusa Japanese Dance School Co., Ltd.



The dance school performs traditional style Japanese dances at company celebrations and reception parties for international conferences. The music and costumes are selected according to the style of meeting.

🕒 Duration	15 minutes (2 - 3 songs)
💰 Cost	50,000 - 70,000 yen
📅 Reservations	Up to 1 month in advance
📞 Inquiries	TEL:81-22-212-1733 or info@c-nichibu-g.org

## Akiu Taue Dance



An important intangible folk cultural asset. Danced at the beginning of the year, praying for plentiful crops, "Saotome" in beautiful costumes traces the motion of Taue (rice planting) in their dance and also performs variety of dances. In 2009 the dance was registered by UNESCO as an Important Intangible Folk Cultural Asset for mankind.

🕒 Duration	20 - 30 minutes
💰 Cost	70,000 yen + transportation fees
📅 Reservations	Up to 2 months in advance
📞 Inquiries	<b>Akiu Taue Dance Protection Society. Contact: Numata</b> TEL:81-22-399-2347 or numa101@trust.ocn.ne.jp

## Wadaiko Atoa.



This musician left a Taiko drumming group, active around the world, after the Great East Japan Earthquake to return to his hometown of Sendai and started "Atoa." They group was collaborated with artists involved in a variety of genres. Taiko experiences are also available.

🕒 Duration	10 minutes - 2 hours
💰 Cost	200,000 yen ~ (excl. tax) + transportation fees
📅 Reservations	Please inquire directly
📞 Inquiries	<b>Contact : Takahashi</b> TEL:81-90-7523-6404 or wadaiko.atoa@gmail.com

## Shibata Siblings



This is a Shamisen group performing in Sendai, Miyagi and all over Japan. They have a total of 41 wins in national contests. In the group division of a national Shamisen contest they are undefeated and have won five consecutive titles. They create original music through his Shamisen performances.

🕒 Duration	10 minutes - 2 hours
💰 Cost	50,000-250,000yen (depending on the number of people)
📅 Reservations	Up to 1 month in advance
📞 Inquiries	<b>ITOON.Co.,Ltd</b> TEL : 81-22-262-2221 or info@itoon.co.jp

## RAUMI DUO



Miyagi-based Japanese instrument players touring across and beyond Japan. The masterly performance of the friendly duo is earning plenty of attention. You can enjoy the rhythmic richness of their Japanese drum, percussion, Tsugaru Shamisen and hand-dancing.

🕒 Duration	10 - 90 minutes
💰 Cost	200,000 yen
📅 Reservations	Up to 1 month in advance
📞 Inquiries	<b>ITOON.Co.,Ltd</b> TEL : 81-22-262-2221 or info@itoon.co.jp

## Folk Song and Dance Ensemble Honenza



The festival dance stage creates a place for people to connect with other people. The Japanese orchestra plays appealing music with Japanese drums and is a celebration of nimble dancing and music. Hands-on sessions of Japanese drum and folk dance and various workshops are also offered.

🕒 Duration	5 - 30 minutes
💰 Cost	Please inquire directly
📅 Reservations	Please inquire directly
📞 Inquiries	TEL:81-22-399-2842 or hounenza@hounenza.com

## Tiger Dance "Tora Mai"



This has been recognized as an Important Intangible Folk Cultural Asset in Miyagi and has a history of 650 years. The tiger dance portrays, and is dedicated to, an old Chinese story, 'Clouds follow the dragon and the wind follows the tiger'. It is said the dance started as a prayer to ask the tiger to appease the winds and prevent fire.

🕒 Duration	20 - 30 minutes
💰 Cost	200,000 yen for the performance + meals etc.
📅 Reservations	2 - 3 months in advance
📞 Inquiries	<b>General Affairs Division, Kami Town</b> TEL:81-229-63-5264 or kikikanri@town.kami.miyagi.jp



## ◆ YUU (player of oriental instrument “Sho”)



The musician is dedicated to introducing the heart-warming sounds of this traditional wind instrument made of bamboo called “Sho” to the world, overcoming Williams Syndrome and allowing his musical talents to bloom.

🕒 <b>Duration</b>	30 minutes
💰 <b>Cost</b>	Please inquire directly
📅 <b>Reservations</b>	Up to 1 month in advance
📞 <b>Inquiries</b>	<b>Contact: Takahashi</b> TEL:81-22-275-7317 or yuu@syoyuu.jp

## ◆ Sendai Philharmonic Orchestra



The Orchestra delivers regular concerts in the home city and over 100 music activities annually. They are well known among citizens by their presence in the Sendai International Music Competition and Sendai Classical Music Festival, and play a pivotal role in local music culture.

🕒 <b>Duration</b>	Please inquire directly
💰 <b>Cost</b>	Please inquire directly
📅 <b>Reservations</b>	Please inquire directly
📞 <b>Inquiries</b>	TEL : 81-22-225-3934 or info@sendaiphil.jp

## ◆ SAWADA Kenshi



An impersonator of a great star from the past – SAWADA Kenji, nicknamed “Julie” . His slogan is “the Julie of Sendai” . He can perform not only the hits but has a repertoire of over 90 songs.

🕒 <b>Duration</b>	30 - 60 minutes
💰 <b>Cost</b>	Please inquire directly
📅 <b>Reservations</b>	Please inquire directly
📞 <b>Inquiries</b>	<b>O.S.Project Contact : Saito</b> TEL : 81-22-244-3252 / 81-90-8252-6677 or osproject036@gmail.com

## ◆ Grape Company Co., Ltd.



A comedian duo named “Sandwich Man” from Miyagi prefecture as well as other entertainers belonging to the Grape Company can provide entertainment at events.

🕒 <b>Duration</b>	Please inquire directly
💰 <b>Cost</b>	Please inquire directly
📅 <b>Reservations</b>	Please inquire directly
📞 <b>Inquiries</b>	via the online form: <a href="https://grapecom.jp/contact/">https://grapecom.jp/contact/</a>

## ◆ Sendai Morino Hibiki Concert



The group performs mini concerts at conferences, academic conferences, seminars and anniversary events, entertaining your guests with live performances.

🕒 <b>Duration</b>	30 minutes
💰 <b>Cost</b>	35,000 yen ~ (excl.tax)
📅 <b>Reservations</b>	Up to 1 month in advance
📞 <b>Inquiries</b>	TEL:81-22-302-3344 or info@morinohibiki.com

## ◆ Lantis Co., Ltd.



We can introduce you to a range of varying music groups to suit your venue, budget and requirements such as ancient Japanese court music, hand bell recitals, jazz bands or gospel singers.

🕒 <b>Duration</b>	20 minutes
💰 <b>Cost</b>	20,000 yen ~ per performer
📅 <b>Reservations</b>	Up to 1 month in advance
📞 <b>Inquiries</b>	<b>Contact : Arikawa</b> TEL : 81-22-771-8260 / 81-90-6256-2144 or lantis.sendai@snow.ocn.ne.jp

## ◆ Comedy Group T-RYZ



Picture: (left) Needle (right) Strong Style

Comedians are available to provide entertainment and MC at events! We can make arrangements for a variety of popular comedians to make your event memorable.

🕒 <b>Duration</b>	20 minutes + event MC if required (up to 2 hours)
💰 <b>Cost</b>	30,000 - 80,000 yen (excl. tax) + transportation fees
📅 <b>Reservations</b>	Please inquire directly
📞 <b>Inquiries</b>	<b>T-lize LLC. Contact: Furuya</b> TEL:81-22-395-6566 or tryz@tryz.jp

## ◆ Yoshimoto Area Action Co., Ltd.



Picture: Bakukome

Local Miyagi resident entertainers Bakukome, Oyasai Taro, Nandakke Iijima will bring your events to life with their jokes and even act as hosts. Please feel free to contact for details.

🕒 <b>Duration</b>	Please inquire directly
💰 <b>Cost</b>	Please inquire directly
📅 <b>Reservations</b>	Please inquire directly
📞 <b>Inquiries</b>	<b>Tohoku Office</b> TEL:81-22-393-8661

## ◆ 89ERS Cheers and Tyna



© SENDAI 89ERS

89ERS Cheers entertain Sendai 89ERS, a professional basketball team in the B.LEAGUE. The spirited squad excites game venues with its cheerleading combining jazz and hip-pop dance, baton twirling and acrobatics. 89ERS' s mascot, Tyna, is ready for your appearance request!

🕒 <b>Duration</b>	5 - 20 minutes	📅 <b>Reservations</b>	Up to 1 month in advance
💰 <b>Cost</b>	89ERS Cheers : 16,500 yen per performer and Director : 8,800 yen *Appearance fees may apply subject to the performance location and duration. Tyna : Please inquire directly	📞 <b>Inquiries</b>	<b>Sendai 89ERS Co., Ltd.</b> TEL:81-22-281-8562 or info@89ers.jp

## ◆ Vegatta, Ltaana and Vegalta Cheerleaders



©VEGALTA SENDAI

Vegalta Sendai is a professional football club based in Sendai. The club mascot, Vegatta, a mischievous boy, is a popular character that has been chosen as the most popular J League character twice. His younger sister, Ltaana, dances adorably. The Vegalta Cheerleaders are the oldest cheerleading squad of professional sport in Sendai and participate in a wide range of activities including regional events, children cheer dance classes and exercise classes at community centers.

🕒 <b>Duration</b>	15 minutes ~ (negotiable)	📅 <b>Reservations</b>	Up to 1 month in advance
💰 <b>Cost</b>	50,000 yen ~ (depending on the number of people)	📞 <b>Inquiries</b>	<b>Vegalta Sendai Co., Ltd.</b> TEL:81-22-216-1021 or hometown@vegalta.co.jp

## ◆ Tohoku Golden Angels , Clutch , Clutchena and Switch



© Rakuten Eagles

The official cheerleaders of the Tohoku Rakuten Golden Eagles. Starting in 2005, it is a cheer team that works with Tohoku Rakuten Golden Eagles to liven up Tohoku and create dreams and excitement with fans. Support in Clutch, Clutchena and Switch are also available for your event.

🕒 <b>Duration</b>	5 - 20 minutes	📅 <b>Reservations</b>	Up to 1 month in advance
💰 <b>Cost</b>	Please inquire directly	📞 <b>Inquiries</b>	Inquiry form URL : <a href="https://form.rakuteneagles.jp/einfo">https://form.rakuteneagles.jp/einfo</a> Select “Other” from the inquiry category and inform you referred to “Sendai MICE Social Activities Guidebook.”

## ◆ Aozora Ouendan



This is a cheer team made up of cheer leaders from all areas in the Tohoku region. They believe that cheering leads to a stronger brighter world. They have performed nationwide as well as in France and other overseas countries.

🕒 <b>Duration</b>	5 - 15 minutes
💰 <b>Cost</b>	Please inquire directly
📅 <b>Reservations</b>	Up to 1 month in advance
📞 <b>Inquiries</b>	<b>ITOON.Co.,Ltd</b> TEL : 81-22-262-2221 or info@itoon.co.jp

## ◆ Tohoku Performance Network



Liven up your events with acts such as juggling, acrobatics, magic, pantomime, balloon art etc. by performers based in Sendai. Performances can be designed to suit the needs of each event.

🕒 <b>Duration</b>	5 - 60 minutes
💰 <b>Cost</b>	50,000 yen per performer + transportation fees (excl.tax)
📅 <b>Reservations</b>	Please inquire directly
📞 <b>Inquiries</b>	<b>Contact : Morita</b> TEL:81-90-1435-8258 or tohoku.performance@gmail.com



# Sendai MICE Social Activities Guidebook

## Sendai Convention Bureau ( Sendai Tourism, Convention and International Association )

Tel : 81-22-268-9603  
Fax : 81-22-268-6252  
Email : [conv@sentia-sendai.jp](mailto:conv@sentia-sendai.jp)

This guidebook provides information regarding the "attractions, unique venues, activity menus, and excursions" for those who conduct conventions or incentive tours in Sendai.

as of Feb. 2022

Please be forewarned that information provided may be changed without notice.

### Attraction

P.1~

Performances unique to Sendai, adding something special to your event.

### Unique Venue

P.5~

Facilities and venues perfect for social gatherings or meetings.

### Activity

P.7~

An abundance of Japanese cultural experiences and other activities.

### Excursion

P.11~

Tours around scenic spots and areas related to the 2011 Great East Japan Earthquake.

