

Got any great ideas for making good use of a castle in the Reiwa era?

You Can Be “Lord for a Day” of Akechi Mitsuhide’s Fukuchiyama Castle!

For the first time ever in Japan:
Winner gets *free run* of the *whole castle* for *a whole day*!

Application Guidelines

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1. Lord of the Castle for a Day days

The castle keep will be made available for the implementation of proposals during one time slot (max. 24 hrs.) between Monday night and Wednesday morning on the following dates:

- 1) 6:00 PM Mon. 26 August – 8:00 AM Wed. 28 August 2019
- 2) 6:00 PM Mon. 16* September – 8:00 AM Wed. 18 September 2019
- 3) 6:00 PM Mon. 23* September – 8:00 AM Wed. 25 September 2019

* 16 & 23 September is a national holiday

* The time required for preparation and cleanup should be included in here.

Where Lord for a Day assume office: The keep of Fukuchiyama Castle (5 Naiki, Fukuchiyama, Kyoto)

2. Schedule

Entries accepted: Thursday, June 6 – Friday, July 5, 2019

Winning entry announced: End of July 2019 (subject to change)

*Check out our “promotion videos” to learn more about the castle:

Drone footage: <https://www.youtube.com/watch?v=LhfVb0S73Vk&t=63s>

Inside the castle keep: <https://www.youtube.com/watch?v=pig2k6FUezA>

3. Costs associated with being Lord for a Day

Adults ¥320, Children ¥100

(Fukuchiyama Castle admission, payment in cash on the day)

In addition to that, the winner will plan, arrange and bear the cost of implementing their proposals for the castle’s use. Fukuchiyama Castle keep usage (rental) fees are waived.

4. How to enter:

Use the entry form available here: (<https://www.city.fukuchiyama.lg.jp/soshiki/3/14090.html>) on the “You Can Be ‘Lord for a Day’ of Akechi Mitsuhide’s Fukuchiyama Castle!” page on the

Fukuchiyama municipal website or send in the required information via postal mail.

5. Conditions and screening criteria

We're looking for ideas on ways to use Fukuchiyama Castle that will help enhance its public profile or communicate the "Surprising Fukuchiyama" brand message with their awe-inspiring originality.

- Entrants should be fascinated by (or at least interested in) Fukuchiyama Castle and its first lord, Akechi Mitsuhide.
- Organizations and private individuals are equally welcome to submit entries. They may be domiciled anywhere in the world, though we ask that overseas entrants be able to communicate and complete procedures in Japanese or in English.

Entrants are encouraged to help spread the word about the Lord for a Day competition and events via social media.

6. Terms and conditions

The winner should be able to cooperate with Fukuchiyama City's public relations activities regarding this event. Please note that your name and where you are from and so forth will be announced, and the "Lord for a Day" event will be covered by the media.

Restrictions and prohibitions:

- 1) Any activities that are illegal or that go against public policy
- 2) Any activities promoting politics, religion, etc.
- 3) Selling goods or any profit-making activities. However, the exception is where Fukuchiyama City Hall regards the activity to be beneficial to the city, such as using the castle keep as a filming location, in which case it is permitted.
- 4) Anti-Social Forces etc., as defined in s allye castle keep as a ivity eventa"
- 5) Any activities which may damage or deface the castle keep or its equipment
- 6) Any activities which may harm Fukuchiyama Cityich may damage
- 7) Not finishing preparation or clean-up within the specified period
- 8) Starting fires, or bringing in large volumes of water, smoking devices, alcoholic beverages.
- 9) Any activities that will cause a nuisance or inflict injury on neighboring residents and businesses and others, such as dangerous acts or making extremely loud noises.
- 10) Eating outside of the designated area (i.e., Japanese tatami room on the 1st floor and the meeting room on the 2nd floor)
- 11) Entering the restricted area
- 12) Any other activities that hinder the management and administration of the castle.

7. Additional Notes

- Fukuchiyama Castle keep is normally an exhibition room, so there is no rental equipment, bedclothing or cooking space available. The winners will arrange and bear the cost of implementing their proposals for the castle's use.
- The winners cannot eat outside of the designated area (i.e., Japanese tatami room on the

1st floor and the meeting room on the 2nd floor). Drinking alcohol or smoking is prohibited in all areas of the castle keep.

- There is no air conditioner installed in the castle keep except in the meeting room on the 2nd floor. The winner may use the 3 portable air-conditioners, and 3 electric fans.
- The lavatory is on the 1st floor.
- There is no bathtub or a shower inside the castle keep, so the winner is recommended to use the public bathhouse (10 minutes' walk from the castle) or a hot spring venue (10 minutes by car).
- The winner may invite guests to the castle keep, but cannot accept entrance fees from them. If the winner plans to hold an event and invite guests into the castle keep, we ask that you discuss the best way to do this with the Fukuchiyama City Hall staff.
- If the winner plans to hold an event which requires a large capacity of electricity, it should be discussed well in advance between the winner and the City Hall staff since there is a limitation to the castle's supply of electricity.
- The winner gets free run of the castle keep, but the castle park is always open to the public. If the entrants wish to make use of the park, it should be mentioned in the application form, and will be discussed later.
- Ceiling lighting is not mounted in the Japanese tatami room on the 1st floor.
- The winner shall implement their proposal by handling themselves all aspects of planning, arranging and carrying in of goods and equipment in advance. They are also responsible for cleaning-up and restoring the space to the original condition at the "Lord for a Day" event.
- In case of force majeure, including but not limited to acts of God or any other cause beyond the control of neither the winner nor Fukuchiyama City Hall, the latter will decide whether to held this event or not. In that case, neither party shall be liable for failure to perform any obligation.
- In case of destruction of property or accidents that occur due to the implementation of the proposal, the winner will be liable for damages.

8. Screening

- The Fukuchiyama City Hall's Secretary and PR Division and Culture and Sports Division will be screening the applications.
- Elements such as "newsworthiness / element of surprise" "feasibility" "participant & castle safety" will be examined in accordance with the application guidelines. One winner will be selected.
- The entrants may be asked to cooperate by granting additional interviews from the City Hall staff by telephone or email.

9. Contacts

For further information about the competition or to apply, direct your enquiries to City Promotion, Fukuchiyama City Hall on +81-(0)773-24-7090 or at hisyo@city.fukuchiyama.lg.jp.
Address: 20-1 Naiki, Fukuchiyama City, Kyoto 620-8501

Application Form

※Scan to make an entry online⇒



<p>1. Genre</p>	<p>1) Use of the castle by individual or groups (ex. families) 2) Hold an event 3) Other matters</p>
<p>2. Proposal (Ideas for how to use the castle)</p>	<p>If I were chosen as the “Lord for a Day” of Fukuchiyama Castle, I would... (please fill in below)</p>
<p>3. Purpose and details of your proposal (Please describe why and how you want to use the castle)</p>	
<p>4 Period (max. of 24 hours)</p>	<p>From: (/ / 2019) dd/mm/yyyy Time (: AM or PM)</p> <p>To: (/ / 2019)dd/mm/yyyy Time (: AM or PM)</p>
<p>5 Time Schedule</p> <p>*Please describe which place you plan to use in the castle, if that has been decided.</p>	

<p>6. The number of people entering the castle (including the “Lord of a Day”)</p> <p>*If you are going to hold an event, please write out the number of guests and the number of staff.</p>	
<p>7 Information on entrant (for “Lord for a Day”)</p>	<p>Name : Address: Telephone number: Email: Age:</p>
<p>8. Can you help spread the word about the Lord for a Day competition and events via social media? (It is not essential but will be taken into account during the screening.)</p>	<p>Yes / No</p> <p>*If yes, under which social media account name? Name of social media () Account name ()</p>
<p>9. Appendix *Proposal papers, etc.</p>	<p>Yes / No</p> <p>*If yes, please send them by E-mail to hisyo@city.fukuchiyama.lg.jp (attachment limited to 4MB)</p>
<p><input type="checkbox"/> I have read and accept the “application guidelines.” *Insert a check mark .</p>	
<p>10. Please express your passion for being the “Lord for a Day,” and your interests in Fukuchiyama Castle and its first Lord Akechi Mitsuhide.</p>	

<p>11. Which of the following platforms did you receive information regarding this project?</p>	<p>1) Newspapers 2)TV 3)Internet 4)Train station 5)In town 6)Fukuchiyama Castle 7)Fukuchiyama municipal website 8)Fukuchiyama City official Facebook 9)Fukuchiyama City official Instagram 10)Other</p>
<p>12. Have you ever heard about Fukuchiyama Castle before?</p>	<p>1) Yes 2) Not sure / Maybe 3) No</p>
<p>13. Did you know that Fukuchiyama is the city that Akechi Mitsuhide built?</p>	<p>1) Yes 2) Not sure / Maybe 3) No</p>

*Please note that Fukuchiyama City Hall may share your proposal with the public even if it is not selected. (Personal information will be deleted or anonymized.)