

Brescia, 15th December 2017

PUBLIC NOTICE OF PROCEDURE FOR IDENTIFYING A PARTNER BELONGING TO THE BANKING INSTITUTIONS, PRIVATE BANKING AND INVESTMENT FUND CATEGORIES, INTERESTED IN THE APPOINTMENT OF SOLE "TROPHY RACE SPONSOR" FOR THE "1000 MIGLIA 2018" MOTOR SHOW

As part of the historical re-enactment project of the Motor Show named "1000 Miglia 2018", which will take place from 16th to 19th May, the company 1000 Miglia Srl, fully owned by the Automobile Club of Brescia, intends to search for an individual available to take on the role of "Trophy Race Sponsor" of the aforementioned event.

We hereby specify that the appointment of "Trophy Race Sponsor" is a sole one as it is covered by exclusivity and that therefore there will be no other sponsors identifiable with the same. We also hereby point out that the role of "Trophy Race Sponsor" refers to the banking institutions, private banking and investment fund categories and that there will be additional sponsors belonging to other product sectors.

The sponsorship is aimed at obtaining by 1000 Miglia Srl of a compensation not lower than € 300,000.00 (three hundred thousand//00) – *starting price* – net of VAT.

The sponsorship will be assigned to the bidder who will propose the highest increase on the aforementioned starting price.

In case of receipt of offers of the same amount, the economic operators will be asked to increase the offer presented. The procedure will then be awarded to the economic operator who will propose the highest increase.

The sponsorship agreement refers to the 1000 Miglia 2018 edition. The contract will take effect as from 1st February, 2018 and will end on 31st July, 2018.

By signing this agreement, the 1000 Miglia 2018 "Trophy Race Sponsor" will also be granted the title of "Trophy Race Sponsor" for the first edition of the 1000 Miglia Green event scheduled for July 2018.

We also hereby specify that the selected "Trophy Race Sponsor" may exercise the option for the two-year period 2019/2020 in the face of the amounts shown below: this option must be declared no later than 31st July 2018, with a communication to the Certified Electronic Mail address (PEC) 1000miglia@legalmail.it.

From the 1st August 2018 to 30th June 2020, the sponsor will therefore hold the title of "Global Trophy Sponsor" which provides the following rights & benefits:

- 1/08/2018 - 30/06/2019: the sponsor will be "Global Trophy Sponsor" of the 1000 Miglia 2019 and also of an event to be identified within the tasks that 1000 Miglia undertakes to present to the said sponsor by 30th June 2018, for a fee equal to the economic bid that proved to be successful, increased by € 50,000.00 (fifty thousand//00);
- 1/07/2019 - 30/06/2020: the sponsor will be "Global Trophy Sponsor" of the event named 1000 Miglia Green scheduled for the year 2019 and also of the 1000 Miglia 2020. Furthermore, the sponsor will be "Global Trophy Sponsor" of an event to be identified within the tasks that 1000 Miglia undertakes to present to the sponsor by 30th June 2018, for a fee equal to the economic bid that proved to be successful, increased by € 100,000.00 (one hundred thousand//00).

We hereby specify that for the 1000 Miglia 2018 edition the sponsor will be granted the following benefits, as detailed in the attached sheet:

- bear the title of sole "Trophy Race Sponsor" of 1000 Miglia with the possibility of being an official Trophy holder;

- participate in the 1000 Miglia with a maximum of 10 historic cars (it is specified that, in relation to the registration of the cars, as per art. 7.3.2 of the Special Race Regulations, the deadline for the submission of applications for registration will be Wednesday, 31st January 2018 and that by that date the relative registration fee must also be paid);
- arrange, at their own expense, a lounge area at the Brescia Paddock or, alternatively, benefit from 2 exhibition tents inside the "Sponsor Village" in Brescia;
- promote their sponsorship at a national and international level;
- use the 1000 Miglia name and logo, in external and internal communication upon approval of 1000 Miglia Srl. We hereby specify that the use of the logo does not include the faculty of branding and customization of any product (eg. Credit or debit cards)
- see their logo on the exhibition and promotional-advertising material prepared by 1000 Miglia Srl in a predominant position, in compliance with the visibility rights of the other Sponsors and Partners of the 1000 Miglia, that is seeing their brand promoted by 1000 Miglia Srl, through other possible promotional initiatives;
- use a maximum number of 300 passes in order to attend the event;
- obtain n° 20 free copies of the 1000 Miglia Catalogue or equivalent publication;
- organize events or initiatives, including commercial ones, with the involvement of the top management of 1000 Miglia Srl, upon agreement with the latter;

The rights and benefits related to the event named 1000 Miglia Green and to further events that will be presented by 1000 Miglia, will be communicated to the sponsor at the same time as the presentation of the events themselves.

We also hereby specify that for the 1000 Miglia 2019 and the 1000 Miglia 2020 editions, the following will be allowed:

- to bear the title of sole "Trophy Race Sponsor" of 1000 Miglia with the possibility of being an official Trophy holder;
- to participate in the 1000 Miglia with a maximum of 10 historic cars (registered in compliance with the Specific Race Regulations and the General Regulations, as well as with the payment of the participation fee, owed for each vehicle);
- to arrange, at their own expense, a lounge area at the Brescia Paddock or, alternatively, benefit from 2 exhibition tents inside the "Sponsor Village" in Brescia;

Further communication and promotion rights referring to these editions, will be communicated to the sponsor by the 30th June 2018.

If interested, you are asked to express your interest and the amount offered, by e-mail not later than 12 noon on 15th January 2018 to the Certified Electronic Mail address (PEC) 1000miglia@legalmail.it .

The amount of the sponsorship will be paid annually in two instalments, at the following deadlines:

1000 Miglia 2018

- 50% on the date of signing the contract and, in any case, no later than 31st January 2018
- 50% by 31st March, 2018

Any renewals referred to above will entail the payment of the total fee divided as follows:

1000 Miglia 2019

- 50% by 31st January 2019
- 50% by 31st March 2019

1000 Miglia 2020

- 50% by 31st January 2020
- 50% by 31st March 2020

More information on the 1000 Miglia can be found on the official website www.1000miglia.it

TROPHY RACE SPONSOR – 1000 Miglia 2018

marketing and benefit rights

Exclusive sector goods included

Use of the 1000 Miglia (Red Arrow) logo in the ATL/BTL corporate communication materials

Visibility of the sponsor logo in the promotional-communication tasks

[position and measurement proportionate to the categories of sponsors present; the list of materials that follows is to be intended as an example]

Below the line - BTL:

- event presentation brochure
- poster
- official program
- road book, tender regulations and service provision pass

Set-up elements:

- departure/arrival backdrop and non-woven fabric in Brescia and Rome
- backdrop and roll-up

Official catalogue or equivalent publication:

- logo visibility on the sponsor recognition page
- Automobiles:
- competing cars sticker
- service cars sticker

Web:

- logo visibility on the home-page and section dedicated to the partners
- link from sponsor logo to company website
- sharing posts and photos on the official social media of 1000 Miglia

E-newsletter:

- visibility in the graphic format
- sending of max. 2 company e-newsletters (excluding the month of May) to the names registered on the 1000 Miglia website, through the internal system

Media Relation and PR

- possibility of participation by a company representative at the main national and international press conferences
- company press release in the 1000 Miglia press kit for national and international conferences
- quote in the information sheet dedicated to the partners, in the press kit for national and international conferences
- press synergy with 1000 Miglia Communication Office
- copy of the press review and post-event brochure
- dedicated registration for the accreditation of media operators following the Sponsors

Race

- admission of max. n. 10 cars into the Race, upon payment of the entry fee and possession of the Requirements and compliance with the deadlines set by the Special Race Regulations
- possibility of forming a "Sponsor Team" made up of the vehicles entered by the sponsor, and admitted to the race, according to the terms and conditions established by the Special Race Regulations
- welcome and assistance dedicated to the Paddock for sports and technical checks in the reserved area

Invitations and accreditations

- n° 300 Passes for access to the Sponsor Village of Brescia
- invitations to attend the Race start and finish in Brescia, on the Stands, in a number proportional to the level of sponsorship and to the total sponsors, according to the total number of seats available
- max. 20 "staff passes" for the sponsor's staff in service during the event (*)

(*) *not including access to the lunches and dinners in Brescia and along the route*

Exhibition and engagement marketing tasks

- availability of a lounge area at the Paddock or, alternatively, n° 2 exhibition tents at the Village of Brescia

Other benefits

- possibility to be the holder of and to present an official Trophy
- possibility to insert info-promotional material in the "welcome kit" given to the competitors at the Paddock
- possibility to give gifts to the participants
- possibility to organize a corporate event to promote the commitment in favour of the 1000 Miglia in Brescia, during the week of the event, or in another place and period, in collaboration with 1000 Miglia
- N° 20 free copies of the Official Catalogue or equivalent "1000 Miglia" publication

CONTRIBUTION: € 300,000.00 + IVA

(starting price)

OPTIONAL RIGHTS WITH ADDITIONAL CONTRIBUTION

- Possibility of adhering to the "Guest Car" formula (see descriptive sheet attached at the end of the document) according to the procedures and terms specified in the Official Race Regulations, available for consultation on the website <http://www.1000miglia.it/Edizione-2018/Norme-e-regolamenti/>

“GUEST CAR” FORMULA

Descriptive Card

In order to allow the 1000 Miglia “Trophy Race Sponsor” to implement public relations and hospitality or engagement marketing initiatives, 1000 Miglia Srl has established the “Guest Car” formula for a fee of €10,000.00 (ten thousand//00) + VAT in addition to the entry fee of € 8,000.00 (eight thousand//00) + VAT

The formula established that the **sponsor** has the opportunity to appoint, within the vehicles belonging to his “Sponsor Team”, one or more cars called “**Guest Car**”. A participant who enters a “Guest Car” car is allowed to enter a maximum of 6 drivers for the said vehicle.

The sponsor will also have the right to enter a modern car which will have a special “sticker” in order to fully follow the convoy with the sole limitation of access to the time trial zones or any other areas with special access restrictions.

The drivers associated with the “Guest Car” will be able to:

- a) **alternate** when driving as **driver and navigator**, during the four days of the race, if they have passed the administrative checks in Brescia, in the days before the start of the race, as required by the Specific Race Regulations (point 8.1);
- b) **alternate** when driving **with the sole function of navigator** if they have passed the administrative checks at the intermediate points arranged by the Organizer along the route, after the race has already started in Brescia.

In compliance with the Special Race Regulations, in the event that a “Guest Car” has been entered by a **Legal Person Participant**, the entered and verified drivers will be free to alternate while driving the vehicle itself as a driver and navigator.

Private Entrants who enter a “Guest Car” must always be in the car as a driver or navigator.

It is possible to replace the names of the crew members, with the exception of the driver who entered the car into the race as a “Private Entrant”. In this case, the amount of € 366 (three hundred sixty-six//00) provided for all the other participants not included in the “Sponsor Team” will not be applied, as a right of secretariat.

The “Guest Cars” will be classified exclusively in a specific ranking.

The “sticker” with which the car will be identified in the race is the same as all the other participants.

The signalling of the “Guest Car” and of the drivers associated with it must be done by 31st January 2018.

The overall amount of € 18,000.000 (eighteen thousand//00) + VAT (equal to € 8,000 entry fee + € 10,000 “Guest Car” fee) includes:

- complete hospitality in n° 3 double rooms for the drivers linked to the “Guest Car” for overnight stays in Brescia, Cervia-Milano Marittima, Rome and Parma
- “all access” passes including access to the lunches and dinners en route (departure lunch, dinner in Cervia-Milano Marittima, second-leg lunch break, dinner in Rome, third-leg lunch break, dinner in Parma and lunch at the end of the race, access to the awards ceremony)
- “Guest Car” round stickerkit to be applied exclusively onto the modern car following the “Guest Car”
- additional road-book service kit