

Brescia, 14h January 2016

PUBLIC NOTICE - SPONSORSHIP OF THE “MILLE MIGLIA 2016” EVENT

1000 Miglia S.r.l. is a wholly-owned subsidiary of Automobile Club of Brescia, and stages the Mille Miglia retrospective race. As such we are pleased to announce that we are looking for sponsors wishing to contribute to the organization, staging and promotion of the 2016 event.

To this end, four different sponsorship categories have been defined:

- **MILLE MIGLIA FRIEND**, from €30.000
- **MILLE MIGLIA PASSION**, from €50.000
- **MAIN SPONSOR MILLE MIGLIA**, from € 100.000
- **GOLD SPONSOR MILLE MIGLIA**, from € 250.000

If interested, please send us a formal letter, stating your interest to become one of the Mille Miglia Sponsors and expressing the sponsoring category/fee of interest, only by PEC to the following email address: 1000miglia@legalmail.it, **within 12:00 a.m. of 25th January 2016.**

We clarify that we can't accept expressions of interest for sponsoring for sectors in which we already signed a sponsoring and/or sub-licensing contract, i.e.: Wine, Watches, Jewellery, Glasses and Perfumes. As well, we will not be able to accept offers regarding sectors for which we are planning exclusive sponsoring and/or sub-licensing procedures, such as Banking and Financial Industries and Car Manufactures.

Only for Main Sponsor and Gold Sponsor categories, interested parties may propose sponsoring offers for more than one year and for maximum three years, even with a request of sub-license and use of the logo.

In any case, 1000 Miglia S.r.l. will not be obliged to assign or sign the sponsoring contract to any proposing Company, while proposing Companies themselves will be formally obliged to confirm their offer within a period of 30 days, starting from the above deadline.

The sponsoring fee, for the 2016 sponsoring contract, shall be paid divided in two different amounts, as follows:

- 50% at the moment of contract signage and not after the 31st January 2016;
- 50% by the 30th March 2016.

In case of contracts lasting more than one year, also the 2017 and 2018 fees shall be paid in two different moments, on the 30th of September 2016 and the 31st of March 2017, for the 2017 sponsoring, and on the 30th September 2017 and the 31st March 2018, for the 2018 sponsoring.

Note: this English translation is for information purposes only; for any legal purpose only the Italian version should be referred to.

The “rights & benefits” for each category are illustrated herebelow.

1000
MIGLIA



1000 MIGLIA

Mille Miglia 2016
BRESCIA
ROMA
BRESCIA
19-22
MAGGIO | MAY

MILLE MIGLIA FRIEND

Industry exclusivity:

not included

Use of Mille Miglia logo:

not included

Visibility within the Marketing Communication Plan

Below the line - BTL:

- event brochure
- official event programme
- road-book
- event pass

Official Catalogue:

- logo in the "sponsor logo" page

Official commemorative Book:

- logo in the "sponsor logo" page

Official website:

- logo in the supporter section

Media relation & PR:

- media synergies
- mention in the supporter "fact-sheet"
- copy of the Press Review

Additional rights & benefits

Race:

- admission of n. 1 car to the Race, subject to payment of the registration fee and according to requirements stated by the Race Rules

Hospitality:

- n° 5 Guest Pass

Other:

- n° 3 copies of the "Mille Miglia" catalogue + book

SPONSORSHIP FEE:

€ 30.000 + VAT

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MIGLIA



1000MIGLIA

Mille Miglia 2016
BRESCIA
ROMA
BRESCIA
19-22
MAGGIO | MAY

MILLE MIGLIA PASSION

Industry exclusivity:

not included

Use of MM logo:

not included *

Visibility within the Marketing Communication Plan

Above the line - ATL: advertising

Below the line - BTL:

- event brochure
- poster & mini-poster
- official event programme
- road-book
- rules & regulations brochure
- event pass
- meal menu

Staging & fittings:

- main backdrop at start/finish-line
- banners
- backdrops
- roll-ups
- flag or similar at the MM Village (when applicable)

Official Catalogue:

- logo in the "sponsor logo" page

Official commemorative Book:

- logo in the "sponsor logo" page

Official website:

- logo in the supporter section

Newsletter:

- logo in the template
- space for advertorial

Media relation & PR:

- media synergies
- mention in the supporter "fact-sheet"
- copy of the Press Review

Additional rights & benefits

Race:

- admission of a max of n. 2 cars to the Race, subject payment of the registration fees and according to requirements stated by the Race Rules

Hospitality:

- n° 10 Pass

Other:

- n° 3 copies of the "Mille Miglia" catalogue + book
- possibility of organizing a corporate event during the Mille Miglia

SPONSORSHIP FEE:

€ 50.000 + VAT

* Additional marketing rights:

Use of the "Mille Miglia" logo: € 30.000

Stand in MM village: € 10.000

1000
MIGLIA



1000MIGLIA

Mille Miglia 2016
BRESCIA
ROMA
BRESCIA
19-22
MAGGIO|MAY

MAIN SPONSOR

Industry exclusivity:

not included *

Use of MM logo:

internal & external communications

Visibility within the Marketing Communication Plan

Above the line - ATL: advertising

Below the line - BTL:

- event brochure
- poster & mini-poster
- official event programme
- road-book
- rules & regulations brochure
- event pass
- meal menu

Staging & fittings:

- main backdrop at start/finish-line
- banners
- backdrops
- roll-ups
- flag or similar at the MM Village (when applicable)

Official Catalogue:

- logo in the "sponsor logo" page

Official Commemorative Book:

- logo in the "sponsor logo" page

Cars:

- logo on numbered stickers for the MM Staff cars

Official website:

- logo in the supporter section
- link to sponsor's homepage

Newsletter:

- logo in the template
- space for advertorial

Media relation & PR:

- media synergies
- mention in the supporter "fact-sheet"
- copy of the Press Review

Additional rights & benefits

Race:

- admission of a max of n. 5 cars to the Race, subject to payment of the registration fees and according to requirements stated by the Race Rules

Hospitality:

- n° 50 Pass

Other:

- possibility of showcasing the sponsor's products or services at the "Village" in Brescia
- n° 5 copies of the "Mille Miglia" catalogue + book
- possibility of organizing a corporate event during the Mille Miglia

SPONSORSHIP FEE:

€ 100.000 + VAT

* Additional marketing rights:

Industry exclusivity: € 50.000

Note: in case of equal offer from companies requiring the "industry exclusivity", the sponsorship will be awarded to the bidder submitting the highest offer beyond the minimum fee.

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Mille Miglia 2016
BRESCIA
ROMA
BRESCIA
19-22
MAGGIO | MAY

GOLD SPONSOR

Industry exclusivity:
included

Use of MM logo:
internal & external communications

Visibility within the Marketing Communication Plan

Above the line - ATL: advertising

Below the line - BTL:

- event brochure
- poster & mini-poster
- official event programme
- road-book
- rules & regulations brochure
- event pass
- meal menu

Staging & fittings:

- main backdrop at start/finish-line
- banners
- backdrops
- roll-ups
- flag or similar at the MM Village (when applicable)

Official Catalogue:

- advertorial and advertising pages
- logo in the "sponsor logo" page

Official Commemorative Book:

- logo in the "sponsor logo" page

Cars:

- logo on numbered stickers for competing cars
- logo on numbered stickers for the MM Staff cars

Official website:

- logo in the supporter section
- link to sponsor's homepage

Newsletter:

- logo in the template
- space for advertorial

Media relation & PR:

- media synergies
- mention in the supporter "fact-sheet"
- press release in the Press folder
- copy of the Press Review

Additional rights & benefits

Race:

- admission of a max of n. 10 cars to the Race, subject to payment of the registration fees and according to requirements stated by the Race Rules

Hospitality:

- n° 150 Pass

Other:

- possibility of organizing a Press event with Mille Miglia management staff if required
- possibility of showcasing the sponsor's products or services at the "Village" in Brescia
- n° 10 copies of the "Mille Miglia" catalogue + book
- possibility of organizing a corporate event during the Mille Miglia

SPONSORSHIP FEE:

€ 250.000 + VAT

*** Note: in case of multiple offers for the same industry segment, the Gold sponsorship will be awarded to the bidder submitting the highest offer beyond the minimum fee.**