

Brescia, 29 December 2017

PUBLIC NOTICE: SPONSORSHIP OF THE “MILLE MIGLIA” EVENT**Editions: 2017-2018-2019****- TYRE SECTOR -**

1000 Miglia Srl is a wholly-owned subsidiary of the Automobile Club of Brescia, and stages the yearly Mille Miglia reenactment race. As such 1000 Miglia Srl is investigating a **Tyre Company** wishing to contribute as a Sponsor - industry exclusivity included - to the organization, staging and promotion of the event for the 2017-2018-2019 editions.

To this end, the following sponsorship category has been defined:

MAIN SPONSOR MILLE MIGLIA – OFFICIAL TYRES from € 150.000,00 + VAT per event edition
[for a minimum total of € 450.000 for a three event editions]

1. The marketing rights and benefits for this sponsorship category are illustrated in the enclosed chart.
2. The Company which will be awarded this sponsorship tender will have also the right to produce and market a limited edition of “Mille Miglia” branded tyres (embodying the Red Arrow logo) for each edition of sponsorship, upon the following condition:
 - that a specific project to be submitted to the 1000 Miglia company for sharing and approval before the start of the limited edition’s production.
The project shall indicate: type of product, production’s amount, plan of distribution and trade/sale, communication and promotion plan focused on the sponsor-Mille Miglia partnership and including the investment’s figures;
 - that eventual surplus of stocked tyres belonging to the special/limited editions “Mille Miglia” to be sell out or withdrawn from the market within 12 months from the sponsorship’s contract expiration date
3. Companies wishing to take this opportunity are kindly requested to send a formal letter of intent, stating the interest to become **Main Sponsor – Official Tyres** of the Mille Miglia 2017-2018-2019, indicating their highest offer on top the minimum fee fixed in € 150.000,00 + VAT per event edition (three editions obligation), only by using the following certified e-mail address (PEC) 1000miglia@legalmail.it within 12:00 a.m. of **30 January 2017**.

The sponsorship contract will last from date of its signature until **30 June 2019**.

Eventual surplus of stocked tyres belonging to the special/limited editions “Mille Miglia” shall be sell out or withdrawn from the market by 30.06.2020.

The sponsoring fee shall be paid in different tranches as per the following deadlines:

- ▣ 50% (year 2017) at the contract signing and within 16 February 2017
- ▣ 50% (year 2017) within 31 March 2017
- ▣ 50% (year 2018) within 30 September 2017
- ▣ 50% (year 2018) within 31 March 2018
- ▣ 50% (year 2019) within 30 September 2018
- ▣ 50% (year 2019) within 31 March 2019

Further information on the event are available on the official website www.1000miglia.it/index-en.php.



MAIN SPONSOR - TYRE SECTOR

marketing rights & benefits

Industry exclusivity included

Use of the 1000Miglia logo (the Red Arrow) within sponsor's communications materials ATL/BTL

[the 1000Miglia logo cannot be used for sub-licensing purposes with the exception of the limited edition project regulated as per point 2 of this Tender's Notice]

Sponsor logo visibility within the Mille Miglia communication program

[position and size will be proportional to sponsor categories and final number of sponsor. The following list of materials is intended to be for example]

Below the line - BTL:

- official event program & post-event brochure
- poster & mini-poster
- road book, rules & regulation brochures
- event passes

Staging & fittings:

- main backdrop at start/finish line in Brescia and Roma
- backdrop, roll-up and banners

Official Catalogue & Book:

- logo in the sponsor's recognition page

Cars:

- logo on numbered stickers for the Mille Miglia Staff cars

Web:

- logo in the partner section
- reverse link to the sponsor website
- sharing of post & pictures on 1000 Miglia official social network

E-newsletter:

- logo in the template
- n. 1 e-newsletter addressed to the 1000Miglia website registered users, via the 1000 Miglia internal system

Media Relation e PR

- quote in the fact-sheet about sponsor & partner inserted in the Mille Miglia Press Kit
- media synergies with the 1000 Miglia Communication agency
- complimentary copy of the Press Review and event brochure
- support service for the registration of the sponsor's media team onto the dedicated website

Invitation and Accreditation

- n. 50 Pass to access the Village and the Sealing ceremony
- invitations to see the start/arrival of the Race in Brescia, on the Tribunes, in keeping with the level and number of total sponsor as well as places available
- max. 10 "staff passes" to be used by sponsor's personnel working at the event (*)

(*) passes do not include access to lunch-break and dinner venues

Race

- admission of max. n. 5 eligible cars to the Race, subject to payment of the separate registration fee and according to requirements and deadlines specified in the Race Rules document published on the 1000Miglia website (RPG)
- possibility to create a "Sponsor Team" which includes the cars registered from the sponsor and admitted to the Race, according to Terms and Conditions provided in the Race Rules and Regulations published on the 1000Miglia website (RPG)
- dedicated support & assistance for the Scrutineering and Technical checks at the Paddock

Showcasing

- supply of n. 1 tent/gazebo at the Village in Brescia or adjacent area, including n.1 desk and n.2 chairs as well as power supply (*)

(*) supply of the tent is subject to the approval of the 1000 Miglia company depending on eventual limitations related to the location and eventual restrictions given by the local Authorities

(*) possibility to apply for the supply of n.1 additional tent: € 10.000

Additional benefit

- right to produce and market a limited edition of tyres according to provision n.2 of this Tender's Notice and upon 1000 Miglia Srl approval
- possibility for a sponsor representative to consign one of the official prizes
- possibility to insert communications materials inside the "welcome bag kit" provided to participants at the paddock
- possibility to deliver a present to the participants
- possibility to organize one or more corporate events to promote the partnership with the Mille Miglia, in Brescia during the event or in different places and dates always in cooperation with the 1000 Miglia company
- n. 5 complimentary copies of the Mille Miglia official Catalogue and Book

FEE: € 150.000 + VAT per event edition for a minimum total amount of € 450.000,00

(minimum fee)

NOTE: the company which will be awarded this tender commits itself for a three (3) event editions: 2017, 2018, 2019

NOTE: in case of multiple equal offers, the sponsorship will be awarded to the bidder submitting the highest offer on top the minimum fee of € 150.000 per event edition