

Brescia, 7 December 2016

PUBLIC NOTICE - SPONSORSHIP OF THE “MILLE MIGLIA 2017” EVENT

1000 Miglia S.r.l. is a wholly-owned subsidiary of the Automobile Club of Brescia, and stages the yearly Mille Miglia reenactment race. As such we are pleased to announce that we are searching sponsors wishing to contribute to the organization, staging and promotion of the 2017 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

The marketing rights and benefits for each above mentioned category are illustrated in the enclosed charts.

Companies wishing to take this opportunity are kindly requested to send a formal letter, stating the interest to become one of the Mille Miglia sponsors and indicating the category and fee for what they would like to apply, only by using the following certified e-mail address (PEC) 1000miglia@legalmail.it within 12:00 a.m. of **16 January 2017**.

Please, note that expressions of interest from companies belonging to sectors which are already assigned with existing sponsorship and/or sub-licensing contracts (i.e. Watches, Jewellery, Glasses, Perfumes, Luxury Pens and Shoes) will not be taken into consideration. In addition, even offers regarding sectors for which we are planning exclusive sponsoring and/or sub-licensing procedures such as Banking and Financial operators, Wine companies, Car and Tyre manufacturers will not be taken into consideration.

In any case, 1000 Miglia S.r.l. reserves its right not to assign the sponsorships to proposing companies which might be not in line with the values and the image of the 1000 Miglia company, the event itself and the brand.

Only for Main and Gold sponsor categories, interested parties may propose sponsoring offers for more than one year and for a maximum of three years. 1000 Miglia S.r.l. will be willing to consider them before approval.

The year sponsorship contract will last from date of its signature until 30 June 2017.

The sponsoring fee, for the 2017 sponsorship contract, shall be paid in two different tranches as per the following deadlines:

- 50% at the contract signing and within 31 January 2017
- 50% by 31 March 2017

In case of contracts lasting more than one year, also the fee for 2018 and 2019 shall be paid in two different tranches, on 30 September 2017 and 31 March 2018 (for the 2018 sponsorship) and 30 September 2018 and 31 March 2019 (for the 2019 sponsorship).

Further information about the Mille Miglia are available on the following official website:

www.1000miglia.it/index-en.php

FRIEND SPONSOR

marketing rights and benefits

Industry exclusivity not included

Use of the 1000Miglia logo (the Red Arrow) within sponsor's communications materials ATL/BTL not included

[the 1000Miglia logo cannot be used for sub-licensing purposes]

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:

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

Official Catalogue:

- logo in the sponsor's recognition page

Official Book:

- logo in the sponsor's recognition page

Web:

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

E-newsletter:

- logo in the template
- space within a joint newsletter for sponsorship category addressed to the 1000Miglia website registered users, via the 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. 5 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. 5 "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.1 eligible car 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)
- dedicated support & assistance for the Scrutineering and Technical checks at the Paddock

Additional benefit

- n. 2 complimentary copies of the Mille Miglia official Catalogue and Book
- possibility to deliver a present to the participants
- possibility to organize a corporate event 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

FEE: € 30.000 + VAT

OPTIONAL RIGHTS UPON ADDITIONAL FEE

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

€ 10.000 + VAT

(*) 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

(*) this option includes additional n. 10 passes for the Village and Sealing Ceremony

PASSION SPONSOR

marketing rights & benefits

Industry exclusivity not included

Use of the 1000Miglia logo (the Red Arrow) within sponsor's communications materials ATL/BTL not included

[the 1000Miglia logo cannot be used for sub-licensing purposes]

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:

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

Staging & fittings:

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

Official Catalogue:

- logo in the sponsor's recognition page

Official 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 1000Miglia official social network

E-newsletter:

- logo in the template
- n. 1 e-newsletter addressed to the 1000Miglia website registered users, via the 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. 10 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. 5 "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. 2 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

Additional benefit

- n. 3 complimentary copies of the Mille Miglia official Catalogue and Book
- possibility to deliver a present to the participants
- possibility to organize a corporate event 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

FEE: € 50.000 + VAT

OPTIONAL RIGHTS UPON ADDITIONAL FEE

- use of the 1000Miglia logo (the Red Arrow) within sponsor's communications materials ATL/BTL *
€ 30.000 + VAT

(*) the 1000Miglia logo cannot be used for sub-licensing purposes

- supply of n. 1 tents/gazebos at the Village in Brescia or adjacent area, each including n.1 desk and n.2 chairs as well as power supply (*)
€ 10.000 + VAT

(*) 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

(*) this option includes additional n. 10 passes for the Village and Sealing Ceremony

MAIN SPONSOR

marketing rights & benefits

Industry exclusivity not 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]

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:

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

Staging & fittings:

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

Official Catalogue:

- logo in the sponsor's recognition page

Official 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 1000Miglia official social network

E-newsletter:

- logo in the template
- n. 1 e-newsletter addressed to the 1000Miglia website registered users, via the 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 tents/gazebos at the Village in Brescia or adjacent area, each 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

- 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 a corporate event 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: € 100.000 + VAT

(minimum fee)

OPTIONAL RIGHTS UPON ADDITIONAL FEE

- Industry exclusivity
€ 50.000 + VAT

N.B. in case of equal offer from companies requiring the "industry exclusivity", the sponsorship will be awarded to the bidder submitting the highest offer on top the minimum fee

GOLD SPONSOR

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]

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:

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

Staging & fittings:

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

Official Catalogue:

- n.2 editorials and n.2 advertising pages
- logo in the sponsor's recognition page

Official Book:

- n.1 advertising page
- logo in the sponsor's recognition page

Cars:

- logo on numbered stickers for competing cars
- logo on numbered stickers for the Mille Miglia Staff cars

Web:

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

E-newsletter:

- logo in the template
- max. 2 e-newsletter addressed to the 1000Miglia website registered users, via the internal system

Media Relation e PR

- possibility of speech for a sponsor representative during the main national and international press conferences
- sponsor press release included in the Mille Miglia Press Kit for national and international Conferences
- 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 operators onto the dedicated website

Race

- admission of max. n. 10 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

Invitation and Accreditation

- n. 150 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. 20 "staff passes" to be used by sponsor's personnel working at the event (*)

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

Showcasing

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

(*) tents supply 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

- 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 a corporate event 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. 10 complimentary copies of the Mille Miglia official Catalogue and Book

FEE: € 250.000 + VAT

(minimum fee)

N.B. in case of multiple offers from companies of the same industry segment, the Gold sponsorship will be awarded to the bidder submitting the highest offer on top the minimum fee