

Brescia, November 21st 2018

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA” FOR THE 2019-2020-2021 FOR THE CATEGORY “OFFICIAL WATER”**

1000 Miglia S.r.l., a subsidiary company of the Automobile Club of Brescia and exclusive licensee of the “1000 Miglia” brands, intends to search for economic operators operating in the “mineral water” sector interested in being a Sponsor as the

**“Official WATER” for the editions 2019-2020-2021 of 1000 Miglia valued € 130,000.00 (one hundred thirty thousand/00 VAT excepted) for each edition.**

The marketing rights and benefits for the above-mentioned category are reported in the enclosed charts below.

The economic operators will have to express their interest - with the specification of the price offered - by sending the enclosed application form to the certified e-mail address (PEC) [1000miglia@legalmail.it](mailto:1000miglia@legalmail.it) by and no later than **20<sup>th</sup> December 2018 at 12:00/noon.**

The aforementioned sponsorship offer can be received only from economic operators operating in the “mineral water” sector.

The sponsorship agreement will have duration for the editions 2019, 2020 and 2021 of the 1000 Miglia and will expire on June 30<sup>th</sup> 2021.

The sponsorship fee for each edition of the 1000 Miglia event must be paid in two different installments as per the following deadlines:

- 50% at the signing of the contract and not later than 31<sup>st</sup> January of each year of the edition sponsored;
- 50% by the 31<sup>st</sup> March of each year of the edition sponsored.

In addition to the price offered, the economic operator undertakes to provide for free a product (including logistics and deliveries), to be agreed with 1000 Miglia and in any case sufficient for the number of people present at each edition, during the stages' lunch-breaks and dinners, the press conferences and side initiatives related only to the 1000 Miglia race for the entire duration of the contract.

1000 Miglia S.r.l. highlights that the stipulation of any sponsorship contract is subject to the proven non-existence of the causes impeding such stipulation - on the part of the economic operator - pursuant to article n. 80 of the Italian Code of Public Contracts (Legislative Decree 50/2016).

1000 Miglia S.r.l. reserves the right, at its sole discretion, not to award any sponsorship for reasons relating to the protection of the values and image of the 1000 Miglia brand.

All the economic operators which will be awarded the sponsorship of the 1000 Miglia will have the right to request the “Guest Car” formula according to the terms and conditions which are described in the related descriptive card enclosed to this Public Notice.

**1000 Miglia S.r.l.**  
f.to L'Amministratore Delegato  
Dott. Alberto Piantoni

## OFFICIAL WATER MARKETING RIGHTS & BENEFITS

### GENERAL CONDITIONS

---

- Fee: € 130.000 + VAT per edition
- Industry exclusivity for the only sector of the “*mineral waters*”
- Right to promote and distribute a “limited/special edition” of water co-branded “1000 Miglia” by using the “1000 Miglia” trademark (project to be shared with and approved by the 1000 Miglia)
- Right to supply own product (including logistics & deliveries) at the lunch-breaks and dinners along the race route, at the press conferences and side initiatives related to the 1000 Miglia race in May (e.g. 1000 Miglia Day, Closing Party, ext.)
- Use of the “1000 Miglia” trademark (red arrow) for general corporate communication purposes
- Use of the “event edition” logo for general corporate communication purposes

### PARTICIPATION IN THE RACE

---

- admission of max. 5 classic eligible cars in the Race, subject to payment of the separate registration fee and according to the Special Race Regulations available on the 1000 Miglia website [www.1000miglia.it](http://www.1000miglia.it)
- possibility to create a “Sponsor Team” including the n. 5 cars registered by the sponsor and identify them with a specific decal on the body (as per Special Race Regulations) and reported it in the official starting list
- reserved and delimited parking area in the Paddock for the only use of the Sponsor Team's 5 cars + welcome desk to be managed by the sponsor for P.R. purposes
- possibility to fulfil the administrative check of the Sponsor Team's 5 crews inside a dedicated area in the Paddock, on appointment
- technical briefing dedicated to the Sponsor Team's 5 crews to be held during the administrative check
- hotel pre check-in service for the Sponsor Team's 5 crews at the race's city stops subject to the Hospitality office policy

### VISIBILITY

---

- brand exposure in proportion to the other sponsorship levels on: staging & fittings, website, below the line collaterals, race materials and publishing projects
- brand exposure on the Organization's staff “car sticker”

### SHOWCASE

---

- availability of n. 1 tent 5x5 mt. in the “1000 Miglia” Village supplied by the event Organizer: internal customization will be at sponsor's own cost

### ADVERTISING

---

- n. 1 adv. spot on the screens at the Paddock and/or Village and/or Starting/Finish line (repetitions will be defined in proportion to the total number of the sponsor and their level)

- n. 1 adv. page inside the 1000 Miglia Official Guide

## DIRECT MARKETING

---

- possibility to insert promo/communication material in to the participants' "welcome-bag" (subject to approval)
- n. 1 e-newsletters to be addressed to the 1000 Miglia database of participants and news's subscribers
- possibility to hand out gifts to the participants at the Paddock or at the Village by hostess/steward (to be agreed with the 1000 Miglia)

## P.R. & CEREMONIES

---

- invitations to see the start and arrival of the Race in Brescia on the seating Tribunes, in keeping with the level and number of total sponsor as well as the total seats available
- n. 50 "guest pass" to access the 1000 Miglia Village on 14 & 15 May
- n. 10 "visitor pass" to access the Paddock on 13 & 14 May
- n. 6 invitations in total to the lunch-breaks along the route including the lunch at the Mille Miglia Museum in Brescia before the race's starting (subject to pre-booking)
- n. 6 invitations to the Awarding Ceremony and the Closing Party in Brescia on Saturday 18 May
- n. 2 invitations to the "1000 Miglia Day" + possibility to deliver a speech. It is a networking initiative dedicated to the 1000 Miglia's stakeholders which takes place yearly in February or March

## PRESS & COMMUNICATION

---

- press quote inside the sponsor fact-sheet included in the 1000 Miglia Press Kit
- possibility to organize a corporate press conference or event including the participation of the representatives of the 1000 Miglia as well as the use of the official 1000 Miglia marketing materials
- synergies with the 1000 Miglia official Press Office and joint actions on the social media channels
- dedicated accreditation service by the Press Office for the media operators registered by the sponsor for the event
- n. 5 complimentary copies of the 1000 Miglia official editorial projects + eventual report materials (e.g. press coverage summary, ext.)

## OPTIONAL BENEFITS

---

- possibility to subscribe to the "Guest Car" formula according to the Specific Race Rules and the extra fee of € 10.000,00 or € 15.000,00 + VAT: see fact-sheet enclosed



## “GUEST CAR” FORMULA DESCRIPTIVE CARD

In order to allow all the 1000 Miglia sponsors to implement public relations and hospitality or engagement marketing initiatives, the Race Organizer has established the “Guest Car” formula subject to an extra fee in addition to the regular car entry fee (€ 8,000.00/eight thousand + VAT). The extra fee can be chosen between the two ones reported below which correspond to an alternative offer fully described at the end of this page.

- a) “BASIC” worth € 10,000.00 (ten thousand/00) + VAT
- or
- b) “LUXURY” worth € 15,000.00 (fifteen thousand/00) + VAT

This specific “formula” establishes that the sponsor has the opportunity to appoint - within the vehicles belonging to its “Sponsor Team” - one or more cars nominated as the “Guest Car”. For each “Guest Car” the sponsor can associate up to 4 (four) additional names to the main crew (2 persons) for a total of up to 6 (six) driver/co-driver of the said vehicle.

The sponsor will also have the right to enter a modern car - associated to every “guest 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/co-drivers (six in total) 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 check at the intermediate points arranged by the Organizer along the route, after the race has 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 € 366,00 (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 “round 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 31<sup>st</sup> January 2019.

The “BASIC” fee of € 10,000.00 (ten thousand/00) + VAT will include:

- 4\*-star hotel accommodation in two (2) double rooms for the drivers associated to the “Guest Car” for overnight stays in Brescia, Cervia-Milano Marittima, Rome and Bologna
- “all access” badges for four (4) persons including the lunches and dinners en route: lunch before departure at the “Mille Miglia Museum”, dinner in Cervia-Milano Marittima, second leg lunch-break, dinner in Rome, third leg lunch-break, dinner in Bologna, third leg lunch-break
- Invitations for four (4) persons to the Awarding Ceremony and the Closing Party on Saturday 18 May
- n.1 round sticker’s kit to be applied exclusively onto the modern car following the “Guest Car” + n. 1 complimentary road-book

The “LUXURY” fee of € 15,000.00 (fifteen thousand/00) + VAT will include:

- upgrade to a 5\*-star hotel accommodation (n. 1 double room) for the main crew (2 persons) initially registered with the car appointed as a “guest car”
- 5\*-star hotel accommodation in two (2) double rooms for the drivers associated to the “Guest Car” for overnight stays in Brescia, Cervia-Milano Marittima, Rome and Bologna
- “all access” badges for four (4) persons including the lunches and dinners en route: lunch before departure at the “Mille Miglia Museum”, dinner in Cervia-Milano Marittima, second leg lunch-break, dinner in Rome, third leg lunch-break, dinner in Bologna, and third leg lunch-break
- Invitations for four (4) persons to the Awarding Ceremony and the Closing Party on Saturday 18 May
- n.1 round sticker’s kit to be applied exclusively onto the modern car following the “Guest Car” + n. 1 complimentary road-book

