

Brescia, 21 december 2018

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA 2019” FOR THE CATEGORY “GLOBAL PARTNER” IN THE SECTOR OF THE “CLASSIC CAR RESTORATION”.

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 sector of "classic car restoration" interested in being Sponsor, with the industry exclusivity, as

“GLOBAL PARTNER” for 2019, valued € 300,000.00 (three hundred thousand //00) + VAT per edition.

The designation of “Global Partner” will be referred to the 2019 edition of the 1000 Miglia and an additional event organized by the 1000 Miglia S.r.l. which the economic operator is requested to choose while applying to this Notice or afterwards no later than 2019 March 31st , among the following events:

- **1000 Miglia Green, 27-29 September 2019**

Regularity race for "green" cars and related themed events aimed at underlining the sustainable focus of the "1000 Miglia" brand and its ability to promote and put technological innovation at the service of progress and mobility on the road.

- **1000 Miglia Warm-up**

Exclusive one-day event dedicated to Sponsor's clients or with a number of participants not exceeding 30 cars.

- **Travelling Collection USA, October 2019**

Exclusive event lasting four days including a warm-up day and three days dedicated to the "1000 Miglia" style regularity tests for a selected number of participants.

- **Coppa delle Alpi by 1000 Miglia, 4-7 December 2019**

Classic regularity motoring event aimed at an international target that will drive along a route crossing through the most fascinating Italian and foreign Alpine resorts.

Please note that the rights and benefits related to the additional event which will be chosen, will be executed only after the written communication about the event selected.

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

It will also be possible to become a Global Partner for the events mentioned above, subject to payment of an additional fee.

The economic operator which will be awarded the “Global Partnership” will have the right to renew it for the 2020 and 2021 editions of the 1000 Miglia and the additional event which it will be chosen, by making an option for both editions together. This right may be exercised no later than **31st December 2019 at 12:00/noon** by sending a written communication via e-mail to the certified address (PEC) 1000miglia@legalmail.it.

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 by and no later than **21st January 2019 at 12:00/noon**.

The aforementioned sponsorship offer can be received only from economic operators operating in the sector of “classic car restoration”.

The sponsorship agreement will have the duration for the 2019 editions of the 1000 Miglia and the additional event which will be chosen by the economic operator and it will expire on 31st December 2019. In the case of renewal for the 2020 and 2021 editions of the 1000 Miglia and the additional event selected by the economic operator, the sponsorship agreement will expire on 31st December 2021.

The sponsorship fee must be paid in three different installments as per the deadlines which will be indicated by 1000 Miglia S.r.l. at the moment of contract signing.

1000 Miglia S.r.l. highlights that the stipulation of the 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.
L'Amministratore Delegato
Dott. Alberto Piantoni

GLOBAL PARTNER (RESTORATION SECTOR)

MARKETING RIGHTS & BENEFITS

"1000 MIGLIA"

PARTICIPATION IN THE RACE

- admission of max. 10 classic eligible cars, subject to payment of the separate registration fee and according to the Special Race Regulations available on the 1000 Miglia website www.1000miglia.it
- possibility to create a "Partner/Sponsor Team" including the n. 10 cars registered by the sponsor and identify them with a specific decal on the body (as per Special Race Regulations) and report them in the official starting list
- reserved and delimited parking area in the Paddock for the only use of the Partner/Sponsor Team's 10 cars+ welcome desk to be managed by the Partner for P.R. purposes
- possibility to fulfil the administrative check of the Partner/Sponsor Team's 10 crews inside a dedicated area in the Paddock, on appointment
- technical briefing dedicated to the Partner/Sponsor Team's 10 crews to be held during the administrative check
- possibility to book time slots for self training session by the Partner/Sponsor Team's 10 crews in a reserved outdoor area nearby the Paddock during the opening time of the Paddock itself
- hotel pre check-in service for the only Partner/Sponsor Team's 10 crews at the race's city stops subject to the 1000 Miglia's hospitality policy

VISIBILITY

- brand exposure in privilege position on: staging & fittings*, website, below the line collaterals, race materials and publishing projects *(including the ramp at the starting & arrival lane in Brescia and Roma)
- brand exposure on the Competitors' cars + Organization's staff "car stickers"
- brand exposure on the 1000 Miglia event Direction & Staff uniforms (including the brand of other "global partner")

SHOWCASE

- supply of n. 2 tents at the "1000 Miglia Village" to be customized internally at the partner's cost (the external design of the tents will be according to the look & feel of the event).

ADVERTISING

- n. 1 adv. spot on the screens at the Paddock and/or Village and/or Starting/Finish line (repetitions will be in proportion to the total number of the sponsor and their level)
- n. 1 editorial + adv. page in privilege position inside the 1000 Miglia Official Guide
- n. 1 editorial + adv. page inside an additional official publishing project by the 1000 Miglia to be defined (e.g. Year Book)

DIRECT MARKETING

- possibility to insert promo/communication material in to the participants' "welcome-bag" (subject to approval)
- n. 3 e-newsletters* to be addressed to the 1000 Miglia database of participants and news's subscribers *(one to be sent before or after the 1000 Miglia race; two to be sent during the rest of the year)
- 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. & CERIMONIES

- 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. 120 "guest pass" to access the 1000 Miglia Village on 14 & 15 May
- n. 20 "visitor pass" to access the Paddock on 13 & 14 May
- n. 10 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. 10 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
- possibility to deliver one of the official 1000 Miglia prizes during the Awarding Ceremony (rotation among all global partners)
- possibility to deliver a company prize to the "Partner/Sponsor Team" crews on the ramp at the finish line in Brescia

COMMUNICATION & PRESS

- right to use the "1000 Miglia" name & trademark (red arrow) for general corporate communication purposes
- right to use the "event edition" logo for general corporate communication purposes
- right to insert a corporate press release inside the official 1000 Miglia Press Kit circulated at the conferences
- possibility to deliver a speech during the main press conferences of the 1000 Miglia
- 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. 10 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 Regulations and the extra Fee of € 10.000,00 or € 15.000,00 + VAT: see fact-sheet enclosed
- right to pre-emption to be designated as "Global Partner" of the third 1000 Miglia event planned for 2019 subject to an additional fee to be agreed at special conditions compared to the regular commercial proposals which will be defined afterwards
- right to propose and agree with the 1000 Miglia company the organization of a co-branded event to be held during the period of validity of the "Global partnership" contract, subject to the payment of a specific fee to be defined according to the project

“GUEST CAR” FORMULA

DESCRIPTIVE CARD

In order to allow all the 1000 Miglia sponsor 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
- 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 31st January 2019.

The “BASIC” fee of € 10,000.000 (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

GLOBAL PARTNER (RESTORATION SECTOR)

MARKETING RIGHTS & BENEFITS

“1000 MIGLIA GREEN”

PARTICIPATION IN THE RACE

- admission of eligible cars in accordance to the type and categories as per the event format

VISIBILITY

- brand exposure on: staging & fittings, website, below the line collaterals, race materials and publishing projects
- brand exposure on the Competitors' cars + Organization's staff “car stickers”

SHOWCASE

- concession of space at the venue which will be chosen for this purpose, according to the total surface available and in proportion to the total number of sponsor and their level

P.R. & CERIMONIES

- “guest pass” to access the event venues (quantity to be defined according to the venue capacity and sponsors' total number and their level)
- invitations to the Awarding Ceremony (quantity to be defined according to the venue capacity and the sponsors' total number and their level)
- possibility to deliver one of the official “1000 Miglia Green” prizes during the Awarding Ceremony (rotation among all global partners)

COMMUNICATION & PRESS

- right to use the event name + logo for general corporate communication purposes
- right to insert a corporate press release inside the official Event Press Kit for the conferences
- possibility to deliver a speech during the main Event's press conferences
- 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

GLOBAL PARTNER (RESTORATION SECTOR)
MARKETING RIGHTS & BENEFITS
“1000 MIGLIA WARM-UP / TRAVELLING COLLECTION”

PARTICIPATION IN THE RACE

- admission of eligible cars in accordance to the type and categories as per the event format

VISIBILITY

- brand exposure on: staging & fittings, website, below the line collaterals, race materials and publishing projects
- brand exposure on the Competitors' cars + Organization's staff "car stickers"

P.R. & CERIMONIES

- "guest pass" to access the event venues (quantity to be defined according to the venue capacity and sponsors' total number and their level)
- invitations to the Awarding Ceremony (quantity to be defined according to the venue capacity and the sponsors' total number and their level)
- possibility to deliver one of the official "1000 Miglia" prizes during the Awarding Ceremony (rotation among all global partners)

COMMUNICATION & PRESS

- right to use the event name + logo for general corporate communication purposes
- right to insert a corporate press release inside the official Event Press Kit for the conferences
- possibility to deliver a speech during the main Event's press conferences
- 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

GLOBAL PARTNER (RESTORATION SECTOR)

MARKETING RIGHTS & BENEFITS

“COPPA DELLE ALPI BY1000 MIGLIA”

PARTICIPATION IN THE RACE

- admission of max. 5 classic eligible cars, subject to payment of the separate registration fee and according to the Special Race Regulation available on the 1000 Miglia website www.1000miglia.it
- possibility to create a "Partner/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 Regulation) and report them in the official starting list
- possibility to fulfil the administrative check of the Partner/Sponsor Team's 5 crews inside a dedicated area in the Paddock, on appointment
- technical briefing dedicated to the Partner/Sponsor Team's 5 crews to be held during the administrative check
- hotel pre check-in service for the only Partner/Sponsor Team's 5 crews at the race's city stops subject to the 1000 Miglia's hospitality policy

VISIBILITY

- brand exposure on: staging & fittings, website, below the line collaterals, race materials and publishing projects
- brand exposure on the Competitors' cars + Organization's staff "car stickers"

SHOWCASE TBC

- concession of space at the venue which will be chosen for this purpose, according to the total surface available and in proportion to the total number of sponsor and their level

ADVERTISING

- n. 1 editorial + adv. page in privilege position inside the event's Official Guide

DIRECT MARKETING

- possibility to insert promo/communication material in to the participants' "welcome-bag" (subject to approval)
- possibility to hand out gifts to the participants at the event's venues by hostess/steward (to be agreed with the 1000 Miglia)

P.R. & CERIMONIES

- invitations to see the start and arrival of the event in keeping with the places available and total number of sponsor
- "guest pass" to access the event's venues (quantity to be defined according to the venue capacity and sponsors' total number and their level)
- invitations to the Awarding Ceremony (quantity to be defined according to the venue capacity and sponsors' total number and their level)
- possibility to deliver one of the official prizes during the Awarding Ceremony (rotation among all global partners)

COMMUNICATION & PRESS

- right to use the event name + logo for general corporate communication purposes
- right to insert a corporate press release inside the official Event Press Kit for the conferences
- possibility to deliver a speech during the main Event's press conferences
- 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

OPTIONAL BENEFIT

- possibility to subscribe to the "Guest Car" formula according to the Specific Race Regulation and the extra Fee which will be defined (see fact-sheet enclosed)