

Brescia, January 10th 2019

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE
MOTORSPORT EVENT “1000 MIGLIA 2019”**

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 interested in being Race Sponsor of the 1000 Miglia 2019 edition to be held from 15th to 18th May 2019.

Sponsorship opportunities concern 3 different sponsorship categories, with no right for the industry exclusivity, defined as follows:

- **RACE MAIN SPONSOR** valued € 130,000.00 (one hundred thirty thousand//00)
- **RACE PASSION SPONSOR** valued € 60,000.00 (sixty thousand//00)
- **RACE FRIEND SPONSOR** valued € 35,000.00 (thirty five thousand//00)

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

The economic operators will have to express their interest, with the specification of the category of reference, any optional right requested and the price offered, by sending the enclosed application form to the certified e-mail address (PEC) 1000miglia@legalmail.it by and no later than **25th January 2019 at 10:00/noon**.

It should be noted that the aforementioned sponsorship offers may be received from economic operators belonging to any product category/industry with the exclusion of the following ones: watch-making, jewelry, glasses, perfumes, pens, tyres, banks and credit institutions, restoration of classic/historic cars, car manufacturers, airline companies, wines, mineral waters.

For the only category “Race Main Sponsor”, the economic operators which will be awarded the 2019 sponsorship are entitled the right to make an option for the sponsorship of the 2020 and 2021 editions of the 1000 Miglia - both editions shall be opted together. This right may be exercised no later than **30th June 2019 at 12:00/noon** by sending a written communication via e-mail to the certified address (PEC) 1000miglia@legalmail.it.

The sponsorship fee for the 2020 and 2021 editions will be equal, for each year, to the one set for the 2019 edition.

The sponsorship contract for the 2019 edition of the 1000 Miglia event, subject to confirmation of it being awarded, will expire on 30th June 2019.

The sponsorship fee for the 2019 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 31st January 2019;
- ☐ 50% by the 31st March 2019.

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 one of the above mentioned sponsorship categories 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.

Further information about the 1000 Miglia is available on the following official website: www.1000miglia.it

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

**RACE MAIN SPONSOR
MARKETING RIGHTS & BENEFITS**

❖ GENERAL INFO

Fee: € 130.000 + VAT

Use of the "1000 Miglia" historic logo (red arrow) for corporate communication purposes: included

Use of the "event edition" logo for corporate communication purposes: included

Industry exclusivity: not included

❖ 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
- 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"
- possibility to showcase at the Village by using n. 1 tent provided by the event Organizer (internal customization at sponsor's 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

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RACE PASSION SPONSOR MARKETING RIGHTS & BENEFITS

❖ GENERAL INFO

Fee: € 60.000 + VAT

Use of the "event edition" logo for corporate communication purposes: included

Use of the "1000 Miglia" historic logo (red arrow) for corporate communication purposes: not included

Industry exclusivity: not included

❖ PARTICIPATION IN THE RACE

- admission of max. 2 classic eligible cars in the Race, subject to payment of the separate registration fee and according to the Specific Race Regulations available on the 1000 Miglia website 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 the Specific Race Regulations) and reported in the official starting list
- 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 jointly with other crews of the same sponsorship level
- 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: fittings, website, below the line collaterals, race materials (not including pass/badges) and publishing projects

❖ ADVERTISING

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

❖ DIRECT MARKETING

- n. 1 joint e-newsletters (with other sponsor of the same level) 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 total seats available
- n. 20 "guest pass" to access the 1000 Miglia Village on 14 & 15 May
- n. 6 "visitor pass" to access the Paddock on 13 & 14 May
- n. 4 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. 4 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 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. 3 complimentary copies of the 1000 Miglia official editorial projects + eventual report materials (e.g. press coverage summary, ext.)

❖ OPTIONAL BENEFIT

- 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
- possibility to request n. 1 tent for showcasing at the 1000 Miglia Village subject to an extra fee of €15.000 + VAT (availability is subject to the venue capacity)



RACE FRIEND SPONSOR MARKETING RIGHTS & BENEFITS

❖ GENERAL INFO

Fee: € 35.000 + VAT

Use of the "event edition" logo for corporate communication purposes: included

Use of the "1000 Miglia" historic logo (red arrow) for corporate communication purposes: not included

Industry exclusivity: not included

❖ PARTICIPATION IN THE RACE

- admission of max. 1 classic eligible car in the Race, subject to payment of the separate registration fee and according to the Specific Race Regulations available on the 1000 Miglia website www.1000miglia.it
- possibility to identify the sponsor's car with a specific decal on its body (as per the Specific Race Regulations)
- possibility to fulfil the administrative check of the sponsor's car crew inside a dedicated area in the Paddock, on appointment
- technical briefing dedicated to the sponsor's crew to be held during the administrative check jointly with other crews of the same sponsorship level
- hotel pre check-in service for the sponsor's crews at the race's city stops subject to the Hospitality office policy

❖ VISIBILITY

- brand exposure in proportion to the other sponsorship levels on: website, below the line collaterals, race materials (not including pass/badges) and publishing projects

❖ ADVERTISING

- half adv. page inside the 1000 Miglia Official Guide

❖ DIRECT MARKETING

- n. 1 joint e-newsletters (with other sponsor of the same level) 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 total seats available
- n. 10 "guest pass" to access the 1000 Miglia Village on 14 & 15 May
- n. 4 "visitor pass" to access the Paddock on 13 & 14 May
- n. 4 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. 4 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 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
- complimentary copies of the 1000 Miglia official editorial projects + eventual report materials (e.g. press coverage summary, ext.)

❖ OPTIONAL BENEFIT

- 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

“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.

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The signalling of the "Guest Car" and of the drivers associated with it must be done by 31st January 2019.

The "BASIC" fee of € 10,000.00 (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

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