

Brescia, 23<sup>rd</sup> July 2019

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE  
EVENT “COPPA DELLE ALPI BY 1000 MIGLIA” – [WWW.COPPADELLEALPI.IT](http://WWW.COPPADELLEALPI.IT)**

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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 sponsor of the “Coppa delle Alpi by 1000 Miglia” - 2019 edition - to be held from 4<sup>th</sup> to 7<sup>th</sup> December 2019 in Italy and border countries.

It should be noted that 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, banks and credit institutions, classic cars’ restoration, car manufacturers, airline companies.

The sponsorship opportunity concerns two different categories:

- **PASSION SPONSOR** valued € 15.000,00 (fifteen thousand//00)
- **MAIN SPONSOR** valued € 35.000,00 (thirty thousand//00)

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

The economic operators are kindly requested to express their interest, including 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 **30<sup>th</sup> September 2019 at 12:00/noon.**

The payment of the requested fees will have to be set right after the signature of the sponsorship contract by and no later than 11<sup>st</sup> October 2019, upon reception of the related invoice.

It should be noted that 1000 Miglia S.r.l. will take into consideration also sponsorship proposals which will include a value in kind - goods/services useful for the organization and promotion of the event - covering part of the requested fee. In this case the proposal will have to clearly state what are the goods/services which will be offered by the potential sponsor and their economic value.

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.

This research does not constitute an offer to the public but merely an invitation to offer and does not bind 1000 Miglia to stipulate a contract.

## PASSION SPONSOR Marketing Rights & Benefits

### VISIBILITY

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- Brand exposure on: website, back-drop/roll-up, promotional materials, race materials including the “car sticker” for the technical convoy’s vehicles

### DIRECT MARKETING

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- N. 1 joint e-newsletter (with others sponsor of the same category) to be addressed to the 1000 Miglia database
- Possibility to insert a present inside the “welcome bags” prepared for the event’s participants
- Possibility to promote the sponsor’s brand and product/service at the paddock area in Brescia’s Piazza della Vittoria and the finish area in Ponte di Legno by involving hostesses/stewards (actions to be agreed with the Event Organizer and to be run at sponsor’s cost)

### P.R. & CEREMONIES

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- N. 4 invitations in total for the lunch-breaks along the route, to be pre-booked (max. 2 per location)
- N. 2 invitations for the Awarding Ceremony including the closing dinner

### COMMUNICATION & PRESS

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- Right to use the event’s name + logo for corporate communication purposes (no direct product promotion)
- Sponsor’s presentation quote inside the sponsor’s factsheet which will be inserted in the event Press Kits prepared for the presentation’s conferences
- Synergies with the 1000 Miglia’s Press Office and joint actions on the social media channels

## MAIN SPONSOR

### Marketing Rights & Benefits

#### PARTICIPATION IN THE RACE

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- Admission of n. 2 eligible cars in the race according to the Race Regulations and subject to the separate payment of the official registration fee as per the Race Regulations
- Possibility to identify the n. 2 cars as a “Sponsor Team” by applying a dedicated decal on the cars’ body according to the size reported in the Race Regulations
- Reserved parking lots (not delimited) for the “Sponsor Team” cars at the Paddock area
- Administrative checks upon appointment and dedicated lane for the “Sponsor Team” crews

#### VISIBILITY

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- Brand exposure on: website, back-drop/roll-up, promotional materials, race materials including the “car sticker” for the technical convoy’s vehicles

#### SHOWCASING

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- Exhibition space including furniture, lighting and electricity at the Paddock area in Brescia’s Piazza della Vittoria and the Finish area in Ponte di Legno

#### DIRECT MARKETING

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- N. 1 single e-newsletter to be addressed to the 1000 Miglia database
- Possibility to insert a present inside the “welcome bags” prepared for the event’s participants
- Possibility to promote the sponsor’s brand and product/service at the paddock area in Brescia’s Piazza della Vittoria and the Finish area in Ponte di Legno by involving hostesses/stewards (actions to be agreed with the Event Organizer and to be run at sponsor’s cost)

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