

Brescia, 23rd July 2019

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE EVENT “1000 MIGLIA GREEN 2019” – WWW.1000MIGLIAGREEN.IT

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 “Official Sponsor” of the **1000 Miglia Green 2019** edition, to be held from 27th to 29th September 2019.

The sponsorship opportunity does not include the right of industry exclusivity and is valued € 20.000,00 + VAT. The marketing rights and benefits for the above-mentioned sponsorship opportunity are reported in the enclosed chart below.

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, car manufacturers, airline companies, energy providers.

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 by and no later than **2nd September 2019 at 12:00/noon.**

The payment of the fee will have to be set right at the signature of the sponsorship contract and in any case by and no later than 13th September 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.

OFFICIAL SPONSOR

Marketing rights & benefits

SHOWCASING:

- Exhibition space (ca. 16m²) in Brescia's Piazza Paolo VI in the proximity of the Paddock on 27 September, including furniture, lighting and electricity.
- Exhibition area (ca. 20m²) in Milano's Piazza Gae Aulenti at the «1000 Miglia Green Village» on 27 and 28 September, including furniture, TV screen (65"), lighting and electricity.

VISIBILITY:

- Brand exposure on: staging & fittings, website, below the line collaterals, race materials

ADVERTISING:

- N. 1 advertising spot on the screens at the Paddock area in Brescia's Piazza Paolo VI and the «1000 Miglia Green Village» in Milano's Piazza Gae Aulenti (repetitions will be defined in proportion to the total number of the advertiser and their category)

DIRECT MARKETING:

- N.1 e-newsletter to be addressed to the 1000 Miglia database
- Possibility to hand out gifts to the participants and the public at the Paddock area in Brescia and Milano's «1000 Miglia Green Village» by hostess/steward (at sponsor cost)

P.R. & CEREMONIES:

- "Pass" to access the event venues according to their capacity and in keeping with the number of total sponsors
- Invitations to the Awarding Ceremony according to the venue's capacity and in keeping with the number of total sponsors

COMMUNICATION & PRESS:

- Right to use the event's name and official logo for corporate communication purposes (no products' promotion)
- Press release inside the event Press Kit for the conferences
- Synergies with the 1000 Miglia Press Office and joint actions on the social media channels

OPTIONAL SERVICES *

- Admission of n. 1 car in to the race according to the type included in the Race Regulations (RPG)
*Possibility to form a “Sponsor Team” of minimum 2 cars and identify them with a specific decal on the body (as per Race Regulations) and report them in the official starting list
- Accommodation for two persons (one car’s crew) in two DUS rooms (“in” Friday 27 Sept. “out” Sunday 29 Sept.) in Brescia and Milano
- Meals (lunch-break and dinner) from Friday 27 (dinner) to Sunday 29 Sept. (lunch)
- Charging service on Friday 27 and Saturday 28 Sept. at evening time
- Secured night parking
- Race materials (road-book, car sticker, travel schedule)

* REGISTRATION FEE: € 1.500 + VAT (per car entry)
in addition to the sponsorship fee of € 20.000 + VAT