

Brescia, November 27<sup>th</sup> 2019**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENTS “1000 MIGLIA” – “1000 MIGLIA WARM-UP USA” – “COPPA DELLE ALPI BY 1000 MIGLIA” FOR THE 2020 EDITION IN THE CATEGORY “OFFICIAL TYRE PARTNER”**

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 the production and trading of car tyres interested in being Sponsor as the:

“OFFICIAL TYRE PARTNER” for the 2020 edition of the following events:  
“1000 Miglia” – “1000 Miglia Warm-Up USA” – “Coppa delle Alpi by 1000 Miglia”  
valued the minimum fee of € 200,000.00 (two-hundred-thousand/00) VAT excepted

The visibility which will be reserved to the above-mentioned category will correspond to the “Main Sponsorship” level and the marketing rights and benefits will be those listed in the enclosed charts below.

In particular, the Company which will be awarded the sponsorship will be reserved the following specific rights:

- industry exclusivity in the sector of “production and trading of car tyres”
- possibility to produce a limited edition of N. 500 pcs. of tyres co-branded “1000 Miglia” (Red Arrow logo) for promotional purposes (project to be approved by the 1000 Miglia S.r.l.)
- possibility to extend the partnership designation to the “1000 Miglia Green 2020” event (17-19 September 2020, date to be confirmed) upon extra fee of € 25,000.00 (twenty-five-thousand/00) + VAT and written request to be sent to [1000miglia@legalmail.it](mailto:1000miglia@legalmail.it) by and no later than 30 June 2020. The related marketing rights & benefits will be defined afterwards by 1000 Miglia S.r.l.

The economic operators are kindly requested 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 27<sup>th</sup> December 2020 at 12:00am (noon).

The aforementioned sponsorship offer must be submitted only by economic operators operating in the sector of “production and trading of car tyres”.

The sponsorship agreement for the 2020 edition of the “1000 Miglia” – “1000 Miglia Warm-Up USA” – “Coppa delle Alpi by 1000 Miglia” will last until December 31<sup>st</sup> 2020 and in any case will expire at the end of the last of the above mentioned three events which will be organized in chronological order. 1000 Miglia Srl reserves the right to confirm the dates and program of the aforementioned events.

The sponsorship fee must be paid in three different installments as per the following deadlines:

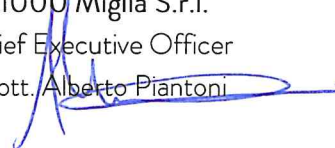
- € 75,000.00 + VAT (seventy-five-thousand/00) at the signing of the contract and not later than 31<sup>st</sup> January 2020, as first consideration for the “1000 Miglia 2020”
- € 75,000.00 + VAT (seventy-five-thousand/00) by the 31<sup>st</sup> March 2020, as second consideration for the “1000 Miglia 2020”
- € 50,000.00 + VAT (fifty-thousand/00) by the 30<sup>th</sup> September 2020, as consideration for the events “1000 Miglia Warm-Up” and “Coppa delle Alpi by 1000 Miglia”

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 for the "1000 Miglia 2020" according to the terms and conditions which are described in the related descriptive card enclosed to this Public Notice.

1000 Miglia S.r.l.  
Chief Executive Officer  
Dott. Alberto Piantoni

A handwritten signature in blue ink, appearing to be "Alberto Piantoni", written over the printed name.

## 1000 MIGLIA 2020 MARKETING RIGHTS & BENEFITS

### PARTICIPATION IN THE RACE

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- admission of max. N. 4 eligible cars\* in the Race, subject to assessment by the “Registro 1000 Miglia” [registro1000miglia.it](http://registro1000miglia.it) and payment of the separate registration fee according to the Special Race Rules available on the 1000 Miglia website [1000miglia.it](http://1000miglia.it) [\* 50% of the cars must be of a different type]
- possibility to create a "Sponsor Team" including the N. 4 cars registered by the sponsor and identify them with a specific decal on the body (as per Special Race Rules) and reported in the official starting list
- reserved and delimited parking area in the for the only use of the Sponsor Team's N. 4 cars + welcome desk to be managed by the Sponsor for P.R. purposes
- possibility to fulfil the administrative check of the Sponsor Team's N. 4 crews inside the dedicated area in the Paddock, on appointment
- hotel 'pre' check-in for the Sponsor Team's N. 4 crews at the race city stops according to the Hospitality Dept. Policy

### VISIBILITY

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- Sponsor's brand exposure - in proportion to the other sponsorship levels – on:
  - event's official website
  - staging & fittings\* (e.g. covering, backdrop, roll-up, banners, ext.)  
[\* not including the ramp at the starting/finish area in Brescia and Roma]
  - promotional materials (e.g. event official guide, flyers, programs, ext.)
  - race documents (e.g. road-book, special race rules, terms of service, ext.)
  - identification “sticker” for the service cars of the Technical Convoy
  - **Note:** the above-mentioned materials do not include badges/pass of any type

### SHOWCASE

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- availability of N. 1 tent\* at the “1000 Miglia Village” in Brescia's piazza della Vittoria for product/service display or hospitality or public relation purposes during the opening days and hours (two half days: 12+13 May 2020)  
[\* the tent will be supplied by the event organizer with the image & look design of the event outside and will include N. 1 desk and chair as well as electrical power; the Sponsor has the right to customize internally at own cost]
- possibility to organize local initiatives in the places along the race's route at own cost with the support of the 1000 Miglia subject to the approval of the local authorities
- possibility to set up a promotional inflatable in selected locations along the route, including towns and city stops, to be agreed with and approved by the 1000 Miglia S.r.l. and based on availability of the requested space subject to the authorization of local authorities

### ADVERTISING

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- N. 1 Sponsor's promotional video on the screen at the Paddock and/or Village and/or Starting/Finish line (number of repetitions will be defined in proportion to the total number of the sponsor and their level)
- N. 1 advertising page inside the “1000 Miglia 2020” Official Guide

## DIRECT MARKETING

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- possibility to insert promo/communication material (subject to approval) inside the participants' "welcome-bag" which will be handed out at the end of their administrative check at the "1000 Miglia" Paddock
- N. 1 e-newsletter for the promotion of the Sponsor towards the "1000 Miglia" database and news' subscribers via the 1000 Miglia internal system

## P.R. & CERIMONIE

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- invitations to see the Start and Finish of the race in Brescia on the seating Tribunes in keeping with the level and number of total sponsor as well as the seats available
- N. 40 "Guest Pass" to access the "1000 Miglia Village" during the opening days and hours
- N. 10 "Visitor Pass" to access the "1000 Miglia Village" + "1000 Miglia Paddock" during the opening days and hours
- N. 6 Invitations in total to the lunch-breaks along the race route including the lunch at the Mille Miglia Museum in Brescia before the race's starting (all invitations are subject to pre-booking)
- N. 6 Invitations to the Awarding Ceremony and the Closing Party in Brescia
- N. 2 Invitations to the "1000 Miglia Day" including the possibility to deliver a speech  
[It is a networking initiative dedicated to the 1000 Miglia stakeholders which takes place yearly in February or March in a different place and exclusive location]

## PRESS & COMMUNICATION

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- use of the "1000 Miglia" trademark (Red Arrow logo) and the event logo (1000 Miglia 2020) for corporate communication purposes
- brief Sponsor's presentation inside the sponsor fact-sheet inserted in the "1000 Miglia 2020" Press Kit (on/off-line)
- possibility to organize a corporate press conference or event to promote the 1000 Miglia 2020 partnership including the participation of the 1000 Miglia's representatives as well as the use of the official 1000 Miglia event materials
- synergies with the 1000 Miglia's Communications Office and joint actions on the social media channels
- dedicated accreditation service by the 1000 Miglia Press Office for the media operators registered by the Sponsor for the event according to the media accreditation policy
- N. 3 complimentary copies of the "1000 Miglia 2020" official publishing projects + eventual report materials (e.g. event brochure, press coverage summary, event video report, ext.)

## OPTIONAL BENEFITS

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- possibility to subscribe to the "Guest Car" formula according to the Specific Race Rules and the extra fee of € 10,000.00 + VAT or € 15,000.00 + VAT; see the following fact-sheet enclosed

1000 MIGLIA 2020  
"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 (€ 10,000.00 + 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". For every request of name replacement an amount of € 366.00 (€ 300.00 + VAT) will be applied as a right of secretariat, according the Special Race Regulations.

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 24<sup>th</sup> January 2020.



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

- Participation in the race:
  - Participation in the race as per the “Guest Car” formula – 4 additional crew members admitted as driver/co-driver of the same car as specified above;
  - Kit of road-book + car sticker for the modern car following the “Guest Car”;
  - N. 4 standard badges and “welcome bags”
- Hospitality for a crew of 4 members:
  - 4 nights in 2 double rooms (max. 4 persons) in hotel not higher than 4 stars including breakfast;
  - 4 lunches for 4 persons;
  - 3 dinners for 4 persons;
  - participation in the Charity Gala Dinner on Sunday 10 May 2020 for 4 persons, subject to participation’s confirmation by and no later than 15 April 2020;
  - participation to the Awarding Ceremony and Closing Party for 4 persons
- Services included in the registration:
  - 4 admission inside the Paddock
  - possibility to purchase additional services offered by the 1000 Miglia company

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

- Participation in the race:
  - Participation in the race as per the “Guest Car” formula – 4 additional crew members admitted as driver/co-driver of the same car as specified above;
  - Kit of road-book + car sticker for the modern car following the “Guest Car”;
  - N. 4 standard badges and “welcome bags”
- Hospitality for the main crew’s two members registered in the race:
  - Upgrade to a 5 stars hotel for the 4 nights in the double rooms including breakfast;
- Hospitality for a crew of 4 members:
  - 4 nights in 2 double rooms (max. 4 persons) in a 5 stars hotel including breakfast (except for Roma: 4 stars hotel);
  - 4 lunches for 4 persons;
  - 3 dinners for 4 persons;
  - participation in the Charity Gala Dinner on Sunday 10 May 2020 for 4 persons, subject to participation’s confirmation by and no later than 15 April 2020;
  - participation to the Awarding Ceremony and Closing Party for 4 persons
- Services included in the registration:
  - 4 admission inside the Paddock
  - possibility to purchase additional services offered by the 1000 Miglia company



## 1000 MIGLIA WARM-UP USA 2020

### 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 available on *1000miglia.it*
- 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

#### DIRECT MARKETING

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- N. 1 single e-newsletter to be addressed to the 1000 Miglia database and news subscribers
- possibility to insert a present inside the "welcome bags" prepared for the event's participants

#### VISIBILITY

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- sponsor's logo on: event website/page, back-drop, promotional materials, race materials

#### P.R. & CEREMONIES

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- "guest pass" to access the event venues in keeping with their capacity and the total number of participating partner and sponsor and their level
- invitations to the Awarding Ceremony in keeping with their capacity and the total number of participating partner and sponsor and their level

#### PRESS & COMMUNICATION

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- use of the event logo "1000 Miglia Warm-Up USA" for corporate communication purposes
- brief Sponsor's presentation inside the sponsor fact-sheet which will be inserted in the event Press Kits prepared for the presentation's conferences
- synergies with the 1000 Miglia's Communications Office and joint actions on the social media channels



## COPPA DELLE ALPY BY 1000 MIGLIA 2020 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 available on the website *coppadellealpi.it*
- 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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- sponsor's logo on: staging & fittings, website, promo materials and race documentation
- sponsor's logo on the "sticker" for the service cars of the Technical Convoy

### SHOWCASING

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- exhibition space including furniture, lighting and electricity at the Paddock area in Brescia and the Finish area in the town/city which will be defined as the final stage.

### DIRECT MARKETING

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- N. 1 single e-newsletter to be addressed to the 1000 Miglia database and news' subscribers
- 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 and the Finish area in the city which will be defined as the final stage of the race, 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

### PRESS & COMMUNICATION

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- use of the event logo "Coppa delle Alpi by 1000 Miglia" for corporate communication purposes
- 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 Communications Office and joint actions on the social media channels

