

Brescia, December 19<sup>th</sup> 2019**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA” FOR ECONOMIC OPERATORS OPERATING IN THE CLASS N. 09**

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 class n. 09 interested in being Sponsor, with the industry exclusivity and with concession to use of the 1000 Miglia trademark.

**The designation of Sponsor will be referred to the 2020, 2021 and 2022 editions of the 1000 Miglia.**

The marketing rights and benefits are reported in the enclosed charts below.

The economic operators will have to express their interest by sending the proposal to the certified e-mail address (PEC) 1000miglia@legalmail.it by and no later than January 20<sup>th</sup> 2020 at 12/noon. The aforementioned sponsorship offer can be received only from economic operators operating in the sector class n. 09.

The proposal must contain:

- a) the monetary consideration offered for the sponsorship which cannot be less than € 130,000.00 (one hundred thirty thousand/00) for each edition of 1000 Miglia;
- b) the project containing the business and communication plan that the operator intends carrying out for the promotion of the 1000 Miglia brand in the class 09. The project must detail the type of goods and services offered and the monetary value of the same that cannot be less than € 70.000,00 (seventy thousand /00).

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.

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).

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.  


## MARKETING RIGHTS &amp; BENEFITS

## ❖ GENERAL INFO

Fee: € 130.000 + VAT

Use of the "1000 Miglia" historic logo (red arrow) for corporate communication purposes and the business and communication plan proposed in the project referred to lect. b) of the public notice and approved by 1000 Miglia: included

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

Industry exclusivity: included

## ❖ PARTICIPATION IN THE RACE

- admission of max. 5 cars in the Race with the possibility of activating a special class or a side event
- 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. &amp; 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

- possibilità di fare omaggi ai concorrenti presso il Paddock o al Villaggio tramite hostess/steward (da concordare con 1000 Miglia)

#### ❖ P.R. & CERIMONIE

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- inviti per assistere alla partenza e arrivo della gara a Brescia, sulle Tribune con sedute, in proporzione ai posti disponibili e al numero totale degli sponsor
- n. 50 "guest pass" per accedere al Villaggio nei giorni antecedenti la gara
- n. 10 "visitor pass" per accedere al Paddock nei giorni antecedenti la gara
- n. 6 inviti in totale per i pranzi lungo percorso incluso quello di pre-partenza al Museo Mille Miglia di Brescia (da utilizzarsi su prenotazione)
- n. 6 inviti alle Premiazioni e al Closing Party di Brescia
- n. 2 inviti al "1000 Miglia Day" + possibilità di speech: è un'iniziativa di networking tra gli stakeholders di 1000 Miglia

#### ❖ PRESS & COMUNICAZIONE

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- citazione nel fascicolo informativo sugli sponsor inserito nelle cartelle stampa "1000 Miglia" predisposte per le conferenze
- possibilità di organizzare un evento corporate con la partecipazione dei rappresentanti di 1000 Miglia e utilizzo dei materiali ufficiali 1000 Miglia
- sinergie con l'ufficio stampa di 1000 Miglia e condivisione delle attività sui social network
- servizio di accredito dedicato degli operatori media registrati dallo Sponsor presso l'Ufficio Stampa di 1000 Miglia
- n. 5 copie omaggio dei prodotti editoriali ufficiali 1000 Miglia + materiali di reportistica post-evento (brochure, rassegna, etc.)

#### ❖ BENEFIT OPZIONALI

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- possibilità di aderire alla formula della "Guest Car" con Fee aggiuntivo di € 10.000,00 oppure € 15.000,00 + IVA: si veda scheda informativa allegata



