

EXTENSION OF THE TERM UNTIL 20TH JANUARY 2020

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA 2020”

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” 2020 edition to be held from 13th to 16th May 2020.

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

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

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 for one of the above-mentioned category - including the request of any optional right available - and state the price offered (as per the values indicated) by sending the enclosed application form to the certified e-mail address (PEC) 1000miglia@legalmail.it by and no later than **20 January 2020 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, banks and credit institutions, restoration of classic/historic cars, car manufacturers, airline companies, wines, mineral waters, tyres, video-games.

For the only category “Race Main Sponsor” the economic operators which are interested in this specific category may request the industry exclusivity right upon an extra fee of € 20,000.00 (twenty-thousand/00) + VAT at the same moment of the submission of the sponsorship application.

The sponsorship contract for the 2020 edition of the 1000 Miglia event, subject to confirmation of it being awarded, will expire on 30th June 2020.

The sponsorship fee for the 2020 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 2020;
- 50% by the 31st March 2020.

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 at the last page of this Public Notice.

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

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

1000 MIGLIA 2020 RACE MAIN SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: € 130,000.00* + VAT per edition

* possibility to request the industry exclusivity subject to extra fee of € 20,000.00 + VAT

Contract validity: until 30/06/2020

Use of the "1000 Miglia" trademark (Red Arrow) for general corporate communication purposes: **included**

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

PARTICIPATION IN THE RACE

- admission of max. N. 4 classic eligible cars* in the Race, subject to assessment by the "Registro 1000 Miglia" (registro1000miglia.it/home-eng/) and payment of the separate registration fee according to the Special Race Regulations available on the 1000 Miglia website www.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 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 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 4 crews inside a dedicated area in the Paddock, on appointment
- technical briefing dedicated to the Sponsor Team's 4 crews to be held during the administrative check jointly with others sponsor of the same category
- hotel pre-check-in for the Sponsor's 4 crews at the race's city stops subject to the Hospitality Dept. policy

VISIBILITY

- 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

- 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
[* 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]

ADVERTISING

- N. 1 Sponsor's promotional video 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 advertising page inside the "1000 Miglia 2020" Official Guide

DIRECT MARKETING

- possibility to insert promo/communication material or gadget in to the participants' "welcome-bag" (subject to approval)
- N. 1 e-newsletters for the promotion of the Sponsor towards the 1000 Miglia database of participants and news' subscribers

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 seats available
- N. 40 "Guest Pass" to access the "1000 Miglia Village" during opening days and hours
- N. 10 "Visitor Pass" to access the "1000 Miglia Village" + "1000 Miglia Paddock" during opening days & hours
- 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
- 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's stakeholders which takes place yearly in February or March in a different place and exclusive locations]

PRESS & COMMUNICATION

- brief Sponsor's presentation 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 S.r.l. as well as the use of the official 1000 Miglia marketing materials
- synergies with the 1000 Miglia's Communications 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 according to the "media accreditation" policy
- N. 5 complimentary copies of the "1000 Miglia 2020" official editorial projects plus eventual report materials (e.g. event brochure, press coverage summary, event video report, ext.)

OPTIONAL BENEFIT

- 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 fact-sheet enclosed at the end of this Public Notice

1000 MIGLIA 2020 RACE PASSION SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: € 60,000.00 + VAT

Contract validity: until 30/06/2020

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

- direct admission of max. N. 2 classic eligible cars in the Race, subject to assessment by the "Registro 1000 Miglia" (registro1000miglia.it/home-eng/) and payment of the separate registration fee according to the Special Race Regulations available on the 1000 Miglia website www.1000miglia.it
- possibility to create a "Sponsor Team" including the N. 2 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 2 crews inside a dedicated area in the Paddock, on appointment
- technical briefing dedicated to the Sponsor Team's 2 crews to be held during the administrative check jointly with others sponsor of the same category
- hotel pre-check-in for the Sponsor's 2 crews at the race's city stops subject to the Hospitality Dept. policy

VISIBILITY

- 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.)**Note:** the above-mentioned materials do not include badges/pass of any type

ADVERTISING

- N. 1 Sponsor's advertising page inside the "1000 Miglia 2020" Official Guide

DIRECT MARKETING

- N. 1 joint e-newsletters (with other sponsor of the same level) for the promotion of the Sponsor towards the 1000 Miglia database of participants and news' subscribers

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 seats available
- N. 14 "Guest Pass" to access the "1000 Miglia Village" during opening days and hours
- N. 6 "Visitor Pass" to access the "1000 Miglia Village" + "1000 Miglia Paddock" during opening days & hours
- 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
- 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's stakeholders which takes place yearly in February or March in a different place and exclusive location]

PRESS & COMMUNICATION

- brief Sponsor's presentation 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 S.r.l. 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 according to the "media accreditation" policy
- n. 3 complimentary copies of the "1000 Miglia 2020" official editorial projects plus eventual report materials (e.g. event brochure, press coverage summary, event video report, ext.)

OPTIONAL BENEFIT

- 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 fact-sheet enclosed at the end of this Public Notice

1000 MIGLIA 2020 RACE FRIEND SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: € 35,000.00 + VAT

Contract validity: until 30/06/2020

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

- direct admission of N. 1 classic eligible cars in the Race, subject to assessment by the "Registro 1000 Miglia" (registro1000miglia.it/home-eng/) and payment of the separate registration fee according to the Special 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 crew inside a dedicated area in the Paddock, on appointment
- technical briefing dedicated to the Sponsor crews to be held during the administrative check jointly with others sponsor of the same category
- hotel pre-check-in for the Sponsor's crew at the race's city stops subject to the Hospitality Dept. policy

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels – on:
 - event's official website
 - promotional materials (e.g. event official guide, flyers, programs, ext.)
 - race documents (e.g. road-book, special race rules, terms of service, ext.)**Note:** the above-mentioned materials do not include badges/pass of any type

ADVERTISING

- ½ advertising page inside the "1000 Miglia 2020" Official Guide

DIRECT MARKETING

- n. 1 joint e-newsletters (with other sponsor of the same level) for the promotion of the Sponsor towards the 1000 Miglia database of participants and news' subscribers

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. 6 "Guest Pass" to access the "1000 Miglia Village" during opening days and hours
- N. 4 "Visitor Pass" to access the "1000 Miglia Village" + "1000 Miglia Paddock" during opening days & hours
- 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
- N. 2 Invitations to the "1000 Miglia Day"
[it is a networking initiative dedicated to the 1000 Miglia's stakeholders which takes place yearly in February or March in a different place and exclusive location]

PRESS & COMMUNICATION

- brief Sponsor's presentation 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 S.r.l. 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 according to the "media accreditation" policy
- n. 2 complimentary copies of the "1000 Miglia 2020" official editorial projects plus eventual report materials (e.g. event brochure, press coverage summary, event video report, ext.)

OPTIONAL BENEFIT

- 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 fact-sheet enclosed at the end of this Public Notice

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 24th 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