

Brescia, 04th August 2020

**PUBLIC NOTICE – EXPRESSION OF INTEREST BY CAR MANUFACTURERS
FOR THE PARTICIPATION IN THE “1000 MIGLIA GREEN” EVENT – 2020
EDITION, AS “SHOWCASE CAR BRAND”**

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 designated as “**Showcase Car Brand**” of the **1000 Miglia Green event - 2020 edition**, scheduled on 22-25 October 2020.

This opportunity is addressed to Car Brands and Manufacturers that do not have eligible cars for the race but that wish to contribute to the debate on the future of sustainable mobility and exhibit prototypes and/or electric concept cars in Brescia on the occasion of the opening days of the 1000 Miglia 2020.

The requested participation fee is valued **€ 25.000,00 + VAT** (twenty-five-thousand euros/00) and it does not include the right of industry exclusivity for the “Showcase Car Brand”.

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

The economic operators are kindly requested to express their interest, including the offer of the requested fee, by sending the enclosed application form duly signed by the company’s legal representative (a scanned copy of his/her Identity Card shall be enclosed) to the certified e-mail address (PEC) 1000miglia@legalmail.it by and no later than **07 September 2020 at 10:00/noon**.

The payment of the fee will have to be set right after the signature of the participation contract and in any case by and no later than 30th September 2020, upon reception of the related invoice.

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

SHOWCASE CAR BRAND

Marketing Rights & Benefits

Fee: € 25.000 + VAT

The proposal includes:

- Possibility for a company representative to speak at the Green Talk in the thematic section dedicated to Car Manufacturers
- Availability of a covered and customized structure in the city centre of Brescia, including basic equipment, for exhibition and promotion purposes of the company's brand/product on the days and at the times scheduled in the event program
- Right to use the 1000 Miglia Green name and official logo for corporate communication purposes
- Corporate presentation in the booklet dedicated to Car Manufacturers and other sponsors of the event, included in the press folders prepared for the presentation Conference
- No. 1 video-presentation on the screen set up at the "1000 Miglia" Paddock at the Brescia Trade Fair [number of repetitions in proportion to the total number and category of entitled parties]
- No. 1 specific news in the relevant section of the Event's official website
- No. 1 article/editorial inserted in the section dedicated to the Event within the "1000 Miglia 2020 Official Guide"
- Display of the logo on the Event's official website, on exhibition materials and on race materials (Roadbook).
- Specific accreditation for media operators registered by Car Manufacturers and other sponsors
- Synergies with the 1000 Miglia Press Office
- No. 6 Passes for access to the 1000 Miglia Paddock and Village
- No. 2 Invitations to the Prize-giving Ceremony and Closing Party