

Brescia, 04 Agosto 2020

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF  
THE “1000 MIGLIA GREEN” EVENT – 2020 EDITION,  
AS “OFFICIAL SPONSOR”**

[WWW.1000MIGLIAGREEN.IT](http://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 “Official Sponsor” of the **1000 Miglia Green event - 2020 edition**, scheduled on 22-25 October 2020.

This opportunity is addressed to companies wishing to associate their name to a new and original event, promoted by a historic motor racing brand recognized worldwide, to activate exhibition and promotion initiatives of their brand and product, on the occasion of the opening days of the 1000 Miglia 2020.

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

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 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](mailto:1000miglia@legalmail.it) by and no later than **07 September at 10:00/noon**.

The payment of the fee will have to be set right after the signature of the sponsorship contract and in any case by and no later than 30<sup>th</sup> September 2020, 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.

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.

## OFFICIAL SPONSOR

### Marketing Rights & Benefits

Fee: € 25.000 + VAT

The proposal includes:

- 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 the 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/quote 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 sponsors to follow the Event
- Synergies with the 1000 Miglia Press Office
- No. 4 Passes for access to the 1000 Miglia Paddock and Village
- No. 2 Invitations to the Prize-giving Ceremony and Closing Party