

Brescia, February 24th 2021

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA 2021”

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” 2021 edition to be held **from 16th to 19th June 2021**.

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 of the 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 no later than **26th March 2021 at 12:00/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, mineral waters, still wines (red and white).

The sponsorship contract for the 2021 edition of the 1000 Miglia event, subject to confirmation of it being awarded, will expire on 30th June 2021.

The sponsorship fee for the 2021 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 30th April 2021;
- 50% by the 31st May 2021.

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 2021 RACE MAIN SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: € 130,000.00 + VAT per edition

[possibility to discuss industry exclusivity subject to extra fee of € 20,000.00 + VAT]

Contract validity: until 30/06/2021

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

- possibility to create a "Sponsor Team" by indicating – within the 30th of April 2021 – max. N.4 eligible cars among those previously registered in the list of private competitors subject to approval of the competitor nominated. Alternatively, possibility to register max. N.4* classic eligible cars in the "backup list" for the Race, with priority selection, subject to payment of the separate registration fee according to the Special Race Regulations available on the 1000 Miglia website www.1000miglia.it and registration in the "Registro 1000 Miglia" (www.registro1000miglia.it/home-eng/)
[the N.4 cars of the "Sponsor Team" can be identified by the Sponsor with a specific decal on the body (as per the Specific Race Regulations) and will be reported in the official starting list by the event organizer]
* 50% of the cars must be of a different type.
- 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
- hotel pre-check-in for the Sponsor's 4 crews at the race's city stops subject to the Hospitality Department policy

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels - on:
 - event's official website (homepage and specific page dedicated to partners)
 - 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 rectangular "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* (approx. 30 m²) 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.
The use of the tent must be confirmed by the Sponsor 4 weeks before the start of the event.]

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 2021" Official Guide

DIRECT MARKETING

- possibility to insert promo/communication material or gadget in to the participants' "welcome-bag" (subject to approval)
- N. 1 promotional news for the Sponsor published on the specific section of the 1000 Miglia website [scheduling of the news will be defined by 1000 Miglia according to the final number of the sponsor entitled this right and the editorial plan]
- possibility to have hostess/steward giving out gifts to the race participants at the "1000 Miglia Village" upon agreement with 1000 Miglia

P.R. & CEREMONIES

- N. 1 "Sponsor Car" sticker for the admission of a modern company car (not vintage) in the 1000 Miglia convoy for public relations purposes of the Sponsor
- N. 2 invitations for Sponsor's corporate representatives to access the main event areas
- N. 40 invitations to access the "1000 Miglia Village" during the opening days and hours
- N. 10 invitations to access the "1000 Miglia Village" + "1000 Miglia Paddock" during the opening days and hours
- Invitations to see the start and arrival of the Race in Brescia inside the areas reserved to the sponsor, in keeping with the places available and the level and total number of sponsors entitled this benefit
- Invitations to the Awarding Ceremony and the Closing Party in Brescia (if confirmed in the final event program) in keeping with the venue's capacity and the level and total number of sponsors entitled this benefit and, in any case, up to a maximum of N. 6 invitations
- 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 [the 6 invitations are not for each of the lunch-breaks but cover all of them and can be used only upon pre-booking]
- N. 2 Invitations to the "1000 Miglia Day" (if confirmed) including the possibility to deliver a speech [It is a networking initiative dedicated to the 1000 Miglia's stakeholders which takes place yearly]

Note: all the above-mentioned invitations are subject to specific use's terms and conditions according to the Accreditation policy which will be defined for the 2021 event and communicated in advance.

PRESS & COMMUNICATION

- brief Sponsor's presentation (1500 characters) 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 as well as the use of the official 1000 Miglia marketing materials

- possibility to obtain up to N. 2 “Sponsor Media” car stickers subject to registration onto the Press Area of the 1000 Miglia website, according to the “media accreditation” policy, and submission of a communication project to be approved by 1000 Miglia
- dedicated accreditation desk for the media operators registered by the Sponsor onto the Press Area of the 1000 Miglia website, according to the “media accreditation” policy
- N. 5 complimentary copies of the “1000 Miglia 2021” official publishing projects: Official Guide and Yearbook

OPTIONAL BENEFIT

- Possibility to purchase N. 1 “Sponsor Hospitality” package including: a “Sponsor Car” sticker + 2 badges to access the main event areas and the lunch-breaks + accommodation for 2 persons in 2 single rooms in Brescia and the stage cities from 16 to 19 June 2021.
The package is available for purchase only within 12 April 2021 at the special fare of € 5.000,00 + VAT
- 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

1000 MIGLIA 2021 RACE PASSION SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: € 60,000.00 + VAT

Contract validity: until 30/06/2021

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

- possibility to create a "Sponsor Team" by indicating – within the 30th of April 2021 – max. N.2 eligible cars among those previously registered in the list of private competitors subject to approval of the competitor nominated. Alternatively, possibility to register max. N. 2 classic eligible cars in the "backup list" for the Race, with priority selection, subject to payment of the separate registration fee according to the Special Race Regulations available on the 1000 Miglia website www.1000miglia.it and registration in the "Registro 1000 Miglia" (www.registro1000miglia.it/home-eng/)
[the N. 2 cars of the "Sponsor Team" can be identified by the Sponsor with a specific decal on the body (as per the Specific Race Regulations) and will be reported in the official starting list by the event organizer]
- possibility to fulfil the administrative check of the Sponsor Team's 2 crews inside a dedicated area in the Paddock, on appointment
- hotel pre-check-in for the Sponsor's 2 crews at the race's city stops subject to the Hospitality Department policy

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels – on:
 - event's official website (section dedicated to partners)
 - 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 2021" Official Guide

DIRECT MARKETING

- possibility to have hostess/steward giving out gifts to the race participants at the "1000 Miglia Village" upon agreement with 1000 Miglia

P.R. & CEREMONIES

- N. 14 invitations to access the “1000 Miglia Village” during the opening days and hours
- N. 6 invitations to access the “1000 Miglia Village” + “1000 Miglia Paddock” during the opening days and hours
- Invitations to see the start and arrival of the Race in Brescia inside the areas reserved to the sponsor, in keeping with the places available and the level and total number of sponsors entitled this benefit
- Invitations to the Awarding Ceremony and the Closing Party in Brescia (if confirmed in the final event program) in keeping with the venue’s capacity and the level and total number of sponsors entitled this benefit and, in any case, up to a maximum of N. 4 invitations
- 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
[the 4 invitations are not for each of the lunch-breaks but cover all of them and can be used only upon pre-booking]
- N. 2 Invitations to the “1000 Miglia Day” (if confirmed)
[it is a networking initiative dedicated to the 1000 Miglia’s stakeholders which takes place yearly]

Note: all the above-mentioned invitations are subject to specific use’s terms and conditions according to the Accreditation policy which will be defined for the 2021 event and communicated in advance.

PRESS & COMMUNICATION

- brief Sponsor’s presentation (1500 characters) 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 as well as the use of official 1000 Miglia marketing materials
- possibility to obtain N. 1 “Sponsor Media” car sticker subject to registration into the Press Area of the 1000 Miglia website, according to the “media accreditation” policy, and submission of a communication project to be approved by 1000 Miglia
- dedicated accreditation desk for the media operators registered by the Sponsor into the Press Area of the 1000 Miglia website, according to the “media accreditation” policy
- n. 3 complimentary copies of the “1000 Miglia 2021” official publishing projects: Official Guide and Yearbook

OPTIONAL BENEFITS

- Possibility to purchase N. 1 “Sponsor Hospitality” package including: a “Sponsor Car” sticker + 2 badges to access the main event areas and the lunch-breaks + accommodation for 2 persons in 2 single rooms in Brescia and the stage cities from 16 to 19 June 2021.
The package is available for purchase only within 12 April 2021 at the special fare of € 5.000,00 + VAT
- 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

1000 MIGLIA 2021 RACE FRIEND SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: € 35,000.00 + VAT

Contract validity: until 30/06/2021

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

- possibility to nominate – within the 30th of April 2021 – N.1 Sponsor's car among those previously registered in the list of private competitors subject to approval of the competitor nominated. Alternatively, possibility to register N. 1 eligible car in the "backup list" for the Race, with priority selection, subject to payment of the separate registration fee according to the Special Race Regulations available on the 1000 Miglia website www.1000miglia.it and registration in the "Registro 1000 Miglia" (www.registro1000miglia.it/home-eng/) [the Sponsor can identify its car with a specific decal on the 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
- hotel pre-check-in for the Sponsor's crew at the race's city stops subject to the Hospitality Department policy

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels – on:
 - event's official website (section dedicated to partners)
 - 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 advertising page inside the "1000 Miglia 2021" Official Guide

DIRECT MARKETING

- possibility to have hostess/steward giving out gifts to the race participants at the "1000 Miglia Village" upon agreement with 1000 Miglia

P.R. & CEREMONIES

- N. 6 "Guest Pass" to access the "1000 Miglia Village" during the opening days and hours
- N. 4 "Visitor Pass" to access the "1000 Miglia Village" + "1000 Miglia Paddock" during the opening days and hours
- Invitations to see the start and arrival of the Race in Brescia inside the area reserved to the sponsor, in keeping with the places available and the level and total number of sponsors entitled this benefit
- Invitations to the Awarding Ceremony and the Closing Party in Brescia (if confirmed in the final event program) in keeping with the venue's capacity and the level and total number of sponsors entitled this benefit and, in any case, up to a maximum of N. 4 invitations
- 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
[the 4 invitations are not for each of the lunch-breaks but cover all of them and can be used only upon pre-booking]
- N. 2 Invitations to the "1000 Miglia Day" (if confirmed)
[it is a networking initiative dedicated to the 1000 Miglia's stakeholders which takes place yearly]

Note: all the above-mentioned invitations are subject to specific use's terms and conditions according to the Accreditation policy which will be defined for the 2021 event and communicated in advance.

PRESS & COMMUNICATION

- brief Sponsor's presentation (1500 characters) 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 as well as the use of official 1000 Miglia marketing materials
- possibility to obtain N. 1 "Sponsor Media" car sticker subject to registration into the Press Area of the 1000 Miglia website, according to the "media accreditation" policy, and submission of a communication project to be approved by 1000 Miglia
- dedicated accreditation desk for the media operators registered by the Sponsor into the Press Area of the 1000 Miglia website, according to the "media accreditation" policy
- n. 2 complimentary copies of the "1000 Miglia 2021" official publishing projects: Official Guide and Yearbook

OPTIONAL BENEFIT

- Possibility to purchase N. 1 "Sponsor Hospitality" package including: a "Sponsor Car" sticker + 2 badges to access the main event areas and the lunch-breaks + accommodation for 2 persons in 2 single rooms in Brescia and the stage cities from 16 to 19 June 2021.
The package is available for purchase only within 12 April 2021 at the special fare of € 5.000,00 + VAT
- 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

1000 MIGLIA 2021 “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 to 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 30th April 2021.

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;
 - Invitation to the Awarding Ceremony and Closing Party (if confirmed) for 4 persons
- Services included in the registration:
 - 4 invitations to access the Paddock
 - possibility to purchase additional services offered by the 1000 Miglia company

Note: all access to the event areas will be subject to the terms and conditions provided by the “Accreditation” policy which will be defined for the 2021 event and communicated in advance.

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;
 - invitation to the Awarding Ceremony and Closing Party (if confirmed) for 4 persons
- Services included in the registration:
 - 4 invitations to access the Paddock
 - possibility to purchase additional services offered by the 1000 Miglia company

Note: all access to the event areas will be subject to the terms and conditions provided by the “Accreditation” policy which will be defined for the 2021 event and communicated in advance.