

Brescia, March 19th 2021

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF
THE “1000 MIGLIA GREEN” EVENT - 2021 EDITION,
AS “OFFICIAL SPONSOR”**

WWW.1000MIGLIAGREEN.IT

Within the scope of the 2021 edition of the event named **1000 Miglia Green** (hereinafter the “Event”) which is a regularity race reserved to full-electric cars and is scheduled on **16-19 June 2021** – on the same occasion of the 1000 Miglia regularity race for classic cars, the 1000 Miglia S.r.l. being it 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, without request of exclusivity right, as “**Official Sponsor**” valued the minimum fee of **€ 25.000,00 (twenty-five-thousand/00) + VAT**.

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.

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, mineral waters and wines.

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

The operators wishing to participate in the Event are invited to express their interest by sending the attached application form duly signed by the company’s legal representative (a scanned copy of his/her Identity Card shall be enclosed) to the e-mail address 1000miglia@legalmail.it by no later than **April 19th 2021 at 12:00/noon**.

The form must indicate the monetary consideration offered for participation.

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.

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 April 2021, upon reception of the related invoice.

This research does not constitute an offer to the public but a mere invitation to offer and does not bind 1000 Miles to stipulate the contract.

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

OFFICIAL SPONSOR
Marketing Rights & Benefits

Fee: € 25.000,00 (twenty-five-thousand/00) + VAT

The proposal refers to:

- Exhibition space including basic equipment (moquette, desk, stool, backdrop) inside the “Paddock 1000 Miglia” – in the area dedicated to the “Green” format - during the opening days and hours as per the event program
- Right to use the “1000 Miglia Green” name and official logo for corporate communication purposes
- Corporate presentation (1500 characters) in the factsheet dedicated to the sponsors of the event, included in the press folders prepared for the presentation Conference
- No. 1 video-presentation (max. 90 seconds) on the screen set up at the “Paddock 1000 Miglia”
[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
[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]
- Quote in the section dedicated to the Event within the “1000 Miglia 2021 Official Guide”
- Display of the logo on the Event’s official website, on exhibition materials and race materials of the “1000 Miglia Green” (Road-book) not including badges/passed of any type
- No. 2 invitations for corporate representatives of the Sponsor to access the main event areas
- possibility to obtain No. 1 “Media Car” sticker subject to registration in 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 in the Press Area of the 1000 Miglia website, according to the “media accreditation” policy
- No. 4 invitations to access the Paddock and Village “1000 Miglia” during the opening days and hours

- No. 2 invitations to see the start and arrival of the 1000 Miglia in Brescia inside the areas reserved to partner and sponsor
- N. 4 Invitations in total to the lunch-breaks along the route
[the 4 invitations are not for each of the lunch-breaks but cover all of them and can be used only upon pre-booking]
- No. 2 invitations to access the Prize-giving Ceremony and the Closing Party (if confirmed on the final Event Program)

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.

