

Brescia, 4th of October 2021

PUBLIC NOTICE CONCERNING EXPRESSIONS OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA”

1. OBJECT

The 1000 Miglia S.r.l., a subsidiary company of the Automobile Club of Brescia and exclusive licensee of the verbal and figurative “1000 Miglia” brands, intends to search for economic operators interested in becoming “**Race Sponsor**” of the 1000 Miglia (hereinafter the “Event”).

The sponsorship opportunities concern the following 3 different categories, with no right for the industry exclusivity, according to the marketing rights and benefits referred to in the enclosed factsheets:

- **RACE MAIN SPONSOR 2022 and 2023:** for the 2022 and 2023 edition of the Event with minimum fee of € 130.000,00 (one-hundred-thirty-thousand/00) plus VAT for each edition and duration of the contract until the 30.06.2023;
- **RACE PASSION SPONSOR 2022:** for the 2022 edition of the Event with minimum fee of € 60.000,00 (sixty-thousand/00) plus VAT and duration of the contract until the 2022;
- **RACE FRIEND SPONSOR 2022:** for the 2022 edition of the Event with minimum fee of € 35.000,00 (thirty-five-thousand/00) plus VAT and duration of the contract until the 30.06.2022.

The economic operators which would like to sponsor the Event are requested to express their interest by completing the form attached to this Notice and specifying the reference category and any optional rights requested. The form must be duly completed and signed by the legal representative of the company and sent by e-mail by **04 November 2021 at 12:00/noon** to the certified email address (PEC) 1000miglia@legalmail.it.

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, car manufacturers, airline companies, wines, mineral waters, tyres, video-games, insurance companies, oils and lubricants.

2. TERMS AND CONDITIONS

The sponsorship fee for the 2022 edition of the Event must be paid as per the following deadlines:

- 50% at the signing of the contract and not later than the 31st of January 2022;
- 50% by no later than the 31st of March 2022.

For subsequent editions, the sponsorship amount must be paid at the following deadlines:

- 50% by no later than the 31st of January of each year;
- 50% by no later than the 31st of March of each year.

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).

3. OPTION OF RENEWAL

Only for the categories **“Race Passion Sponsor”** and **“Race Friend Sponsor”** interested economic operators will be able to option the sponsorship of the 2023 edition of the Event with the contract expiring on the 30th of June 2023.

Only for the category **“Race Main Sponsor”** interested economic operators will be able to option the sponsorship of the 2024 edition of the Event with the contract expiring on the 30th of June 2024.

The exercise of the aforementioned options may take place no later than the expiry date of the sponsorship agreement by means of a certified e-mail communication to the address 1000miglia@legalmail.it. 1000 Miglia reserves the right to accept the renewal request with communication to the Sponsor.

In any case, the sponsorship fee of each optioned edition will be equal to that corresponding to the sponsorship category of the 2022 edition or higher category, if an upgrade will be requested by the economic operator for the subsequent editions.

4. GENERAL PROVISIONS

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.

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.

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 2022 AND 2023 RACE MAIN SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: Euro 130,000.00 (+ VAT if applicable) per event edition

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**

Industry exclusivity: **not included**

PARTICIPATION IN THE RACE

- admission of max. N. 4 eligible classic cars* in the Race provided with the Registro 1000 Miglia Certificate (www.registro1000miglia.it/home-eng/) and upon 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 model from the rest of the cars]
- possibility to create a Sponsor Team including the N. 4 cars registered by the Sponsor being reported in the list of accepted cars, in the official race's starting list and final classification; the N. 4 cars can be identified with a specific decal on their body as specified in the Specific Race Regulations
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 4 cars and crews of the Sponsor Team until the starting of the race
- possibility to fulfil the administrative check of the Sponsor Team's N. 4 crews inside a dedicated area in the Paddock, on appointment
- reserved and delimited parking area in the Paddock for the only use of the Sponsor Team's N. 4 cars to be managed by the Sponsor for public relation purposes; it includes a flag and welcome desk with stool

HOSPITALITY

- hotel pre-check-in for the N. 4 crews' members of the Sponsor at the race's city stages subject to the Hospitality department's policy
- reserved 20% reduction on the fixed rates for the purchase of the Additional Services through dedicated personnel within 30 days prior the starting of the event

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels – on:
 - 1000 Miglia official website: event's presentation page and Partner section
 - footer of the 1000 Miglia information e-newsletters*
[excluding e-newsletters sent on behalf of the Partner entitled this benefit]
 - staging & fittings* (e.g. covering, backdrop, roll-up, banners, flags, ext.)
[* excluding the ramp at the starting/finish area in Brescia and Roma]
 - promotional materials (e.g. event program, race's starting list, mini-posters, ext.)
 - recognition page of all sponsor inside the official publishing projects: Official Guide and Yearbook
 - back cover of the race documents (e.g. road-book, special race rules, terms of service, ext.)

- N. 2 Event advertising pages inside two selected magazines
- identifier rectangular sticker of the technical and staff cars of the Convoy

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

Note: the display of the Sponsor's brand is subject to the delivery of logo's files in the required formats and deadlines

ON-SITE PRESENCE AT THE "1000 MIGLIA VILLAGE"

- availability of N. 1 facility* (min. 25 max. 30 m²) at the Brescia's central Piazza della Vittoria for product/service display and/or public relation purposes during the opening days and hours; up to N. 10 Staff badges will be available for the personnel operating therein

[* the facility will be supplied by the event organizer bearing the image & look design of the event outside and will include N. 1 desk and stool as well as electrical power; the Sponsor has the right to customize it internally at own cost. The use of the facility must be confirmed by the Sponsor 8 weeks prior the starting of the event.]

ADVERTISING

- N. 1 promotional video of the Sponsor to be played* 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 of the Sponsor inside the "1000 Miglia" Official Guide

DIRECT MARKETING

- possibility to insert promo/communication material or gadget (subject to approval) in to the "welcome-bag" handed out to the participants after their administrative checks at the "1000 Miglia Paddock"
- possibility to have hostess/steward* giving out gifts to the race participants at the "1000 Miglia Village"
[* service at Sponsor's cost and subject to approval]

PRESS & COMMUNICATION

- company presentation (1500 characters) inside the general sponsor fact-sheet included in the 1000 Miglia on/off-line press kits prepared for the Conferences
- N. 1 news on behalf of the Sponsor to be published* inside 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 agree on N. 1 post (wording plus image) dedicated to the Sponsor to be published* onto one of the official 1000 Miglia social media channels depending on the type of content and the editorial guidelines defined for the Event
[* scheduling will be defined by 1000 Miglia according to the final number of the sponsor entitled this right and the general editorial plan for social media; scheduling will exclude the Event week time]
- 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 "Media" car stickers (for modern car and not classic/historic) subject to registration onto the Press Area of the 1000 Miglia website, according to the Media Accreditation policy, and submission of a communication project and plan of media operations envisaged during the race 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" official publishing projects: Official Guide and Yearbook

PUBLIC RELATIONS & CEREMONIES

- N. 1 “Sponsor” car sticker for the admission of a company car (modern vehicle and not classic/historic) in the 1000 Miglia Convoy for public relations purposes by the Sponsor
- N. 2 invitations for Sponsor’s corporate representatives to access the Paddock, Village, lunches and dinners along the route, Awarding Ceremony
- 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 sponsor 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 in the final event program) 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 each event and communicated in advance.

OPTIONAL BENEFIT

- Possibility to subscribe to the “Guest Car” Formula as per the Specific Race Rules and the extra fee of Euro 10,000.00 or € 12,000.00 (+ VAT if applicable) according to the chosen package: see fact-sheet enclosed
- Possibility to request* additional space at the “1000 Miglia Village”: dimensions and extra fees to be agreed separately
[* request to be submitted to 1000 Miglia N. 8 weeks prior the starting of the Event and will be confirmed subject to the availability of the space]
- Possibility to agree on a package or specific service* of additional visibility, with extra fees to be agreed separately, in the setting and scope of:
 - Paddock and Village
 - Location for lunches and dinners along the route
 - “Time Control” or “Stamp Control” posts
 - 1000 Miglia social channels
 - Special projects

[* packages and services will depend on their actual availability at the time of the request]

1000 MIGLIA 2022

RACE PASSION SPONSOR

MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: Euro 60,000.00 (+ VAT if applicable) per event edition

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

Use of the "1000 Miglia" trademark (Red Arrow) for corporate communication purposes: **not included**

Industry exclusivity: **not included**

PARTICIPATION IN THE RACE

- admission of max. N. 2 eligible classic cars in the Race provided with the Registro 1000 Miglia Certificate (www.registro1000miglia.it/home-eng/) and upon 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 being reported in the list of accepted cars, in the official race's starting list and final classification; the N. 2 cars can be identified with a specific decal on their body as specified in the Specific Race Regulations
- possibility to fulfil the administrative check of the Sponsor Team's N. 2 crews inside a dedicated area in the Paddock, on appointment

HOSPITALITY

- hotel pre-check-in for the N. 2 crews' members of the Sponsor at the race's city stages subject to the Hospitality department's policy
- reserved 20% reduction on the fixed rates for the purchase of the Additional Services through dedicated personnel within 30 days prior the starting of the event

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels – on:
 - 1000 Miglia official website: event's Partner section
 - staging & fittings* (e.g. covering, backdrop, roll-up, banners, ext.)
[* excluding the ramp at the starting/finish area in Brescia and Roma]
 - promotional materials (e.g. event program, race's starting list, mini-poster, ext.)
 - recognition page of all sponsor inside the official publishing projects: Official Guide and Yearbook
 - back cover of the 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

Note: the display of the Sponsor's brand is subject to the delivery of logo's files in the required formats and deadlines

ADVERTISING

- N. 1 advertising page of the Sponsor inside the "1000 Miglia" Official Guide

DIRECT MARKETING

- possibility to have hostess/steward* giving out gifts to the race participants at the “1000 Miglia Village”
[* service at Sponsor’s cost and subject to approval]

PRESS & COMMUNICATION

- company presentation (1500 characters) inside the general sponsor fact-sheet included in the 1000 Miglia on/off-line press kits prepared for the Conferences
- 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 “Media” car sticker (for modern car and not classic/historic) subject to registration onto the Press Area of the 1000 Miglia website, according to the Media Accreditation policy, and submission of a communication project and plan of media operations envisaged during the race 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” official publishing projects: Official Guide and Yearbook

PUBLIC RELATIONS & 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 each event and communicated in advance.

OPTIONAL BENEFITS

- Possibility to subscribe to the “Guest Car” Formula as per the the Specific Race Rules and the extra fee of Euro 10,000.00 or € 12,000.00 (+ VAT if applicable) according to the chosen package: see fact-sheet enclosed

1000 MIGLIA 2022 RACE FRIEND SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: Euro 35,000.00 (+ VAT if applicable) per event edition

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

Use of the "1000 Miglia" trademark (Red Arrow) for corporate communication purposes: **not included**

Industry exclusivity: **not included**

PARTICIPATION IN THE RACE

- direct admission of N. 1 eligible classic cars in the Race provided with the Registro 1000 Miglia Certificate (www.registro1000miglia.it/home-eng/) and upon 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 specified in the Specific Race Regulations and have it reported in the list of accepted cars, in the official race's starting list and final classification
- possibility to fulfil the administrative check of the crew's members of the Sponsor inside a dedicated area in the Paddock, on appointment

HOSPITALITY

- hotel pre-check-in for the crew's members of the Sponsor at the race's city stages subject to the Hospitality department's policy
- reserved 20% reduction on the fixed rates for the purchase of the Additional Services through dedicated personnel within 30 days prior the starting of the event

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels – on:
 - 1000 Miglia official website: event's Partner section
 - staging & fittings* (e.g. covering, backdrop, roll-up, banners, ext.)
 - [* excluding the ramp at the starting/finish area in Brescia and Roma]
 - promotional materials (e.g. event program, race's starting list, mini-poster, ext.)
 - recognition page of all sponsor inside the official publishing projects: Official Guide and Yearbook
 - back cover of the 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

Note: the display of the Sponsor's brand is subject to the delivery of logo's files in the required formats and deadlines

ADVERTISING

- N. 1 advertising page of the Sponsor inside the "1000 Miglia" Official Guide

DIRECT MARKETING

- possibility to have hostess/steward* giving out gifts to the race participants at the “1000 Miglia Village”
[* service at Sponsor’s cost and subject to approval]

PRESS & COMMUNICATION

- company presentation (1500 characters) inside the general sponsor fact-sheet included in the 1000 Miglia on/off-line press kits prepared for the Conferences
- 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 “Media” car sticker (for modern car and not classic/historic) subject to registration onto the Press Area of the 1000 Miglia website, according to the Media Accreditation policy, and submission of a communication project and plan of media operations envisaged during the race 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” official publishing projects: Official Guide and Yearbook

PUBLIC RELATIONS & CEREMONIES

- N. 6 invitations to access the “1000 Miglia Village” during the opening days and hours
- N. 4 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 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 each event and communicated in advance.

OPTIONAL BENEFIT

- Possibility to subscribe to the “Guest Car” Formula according to the Specific Race Rules and the extra fee of Euro 10,000.00 or € 12,000.00 (+ VAT if applicable) according to the chosen package: see fact-sheet enclosed

1000 MIGLIA “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 as per the Specific Race Regulation.

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 Euro 10,000.00 (ten thousand/00) + VAT if applicable
- or
- b) “**GOLD**” worth Euro 12,000.00 (twelve thousand/00) + VAT if applicable

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 **alternate** when driving as **driver and navigator** - during the four days of the race - if they have passed the administrative checks in Brescia’s Paddock - in the days before the start of the race, or at the itinerant Race Secretariat in the city stages, as required by the Specific Race Regulations.

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 Euro 366,00 (Euro 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 the deadline which will be defined and communicated year by year.

The “BASIC” fee of Euro 10,000.00 (ten thousand/00) + VAT if applicable 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
 - N. 4 “welcome bags”
- Hospitality for a crew of 4 members:
 - 4 nights in 2 double rooms (max. 4 persons): Hotel not higher than 4 stars including breakfast;
 - 4 light lunches for 4 persons;
 - 3 light 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 each event and communicated in advance.

The “GOLD” fee of Euro 12,000.00 (twelve thousand/00) + VAT if applicable 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 “Gold” badges
 - N. 4 “welcome bags”
- Hospitality for a crew of 4 members:
 - 6 nights in 2 double rooms (max. 4 persons): Hotel not higher than 4 stars including breakfast;
 - 4 light lunches for 4 persons;
 - 3 light 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 each event and communicated in advance.