

Brescia, 23rd of December 2021**PUBLIC NOTICE CONCERNING EXPRESSIONS OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT "COPPA DELLE ALPI BY 1000 MIGLIA" – 2nd EDITION (YEAR 2022)**

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**" - with no right of industry exclusivity - of the **Coppa delle Alpi by 1000 Miglia – 2nd edition** (hereinafter the "Event") which is scheduled on **16-19 March 2022** in northern Italy and border countries.

The sponsorship opportunity concerns the following 2 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:** minimum fee of **€ 40.000,00** (forty-thousand/00) plus VAT for the event edition and duration of the contract until the 31.03.2022;
- **RACE PASSION SPONSOR:** minimum fee of **€ 20.000,00** (twenty-thousand/00) plus VAT and duration of the contract until the 31.03.2022.

The economic operators that would like to become a sponsor of the Event are requested to express their interest by completing the form attached to this Notice and specifying the chosen category. The form must be duly completed and signed by the legal representative of the company and sent by e-mail by the **31st of January 2022 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, airline companies, tyres, video-games.

2. TERMS AND CONDITIONS

The payment of the sponsorship fee must be set by no later than the 28th of February 2022 upon reception of the related invoice.

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

The economic operators that wish to be a sponsor also of the 3rd edition of the event (2023) will be able to exercise the option of the sponsorship renewal, at the same conditions, with the contract expiring on the 31st of March 2023.

The aforementioned option may be exercised 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.

The sponsorship fee for the 3rd edition of the event will be equal to the fee corresponding to the sponsorship category chosen for the 2nd edition. In the case where the economic operator will request an upgrade to a higher sponsorship category the fee will be increased accordingly. The payment of the fee will have to be set by no later than the 28th of February 2023.

4. GENERAL PROVISIONS

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 Coppa delle Alpi and the 1000 Miglia brand.

Further information about the Coppa delle Alpi by 1000 Miglia is available on www.1000miglia.it in the section dedicated to the “Events”.

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

COPPA DELLE ALPI BY 1000 MIGLIA – 2nd editionRACE MAIN SPONSOR

Marketing rights & benefit

GENERAL CONDITIONS

Fee: € 40.000,00 + VAT

Duration of the contract: until the 31st of March 2022Use of the event logo for corporate communication purposes (not product promotion): **included**Industry exclusivity: **not included**PARTICIPATION IN THE RACE

- admission of max. N. 4 eligible classic cars in the race upon payment of the separate entry fee and according to the requirements established by the Special Race Regulations which will be available on the event website
- possibility to create a Sponsor Team including the N. 4 cars registered by the Sponsor being reported 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 indicated 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
- dedicated lane and time slots for the administrative check of the Sponsor Team's N. 4 crews
- reserved parking lots at the Paddock for the cars of the Sponsor Team

HOSPITALITY

- hotel pre-check-in for the N. 4 crews' members of the Sponsor Team 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 Hospitality 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:
 - event dedicated page on the 1000 Miglia website
 - staging & fittings (e.g. backdrop, roll-up, banners, ext.)
 - promotional materials (e.g. event program, race's starting list, mini-posters, ext.)
 - back cover of the race documents (e.g. road-book, special race rules, terms of service, ext.)
 - identifier rectangular sticker of the technical and staff cars of the Convoy

Note: the above-mentioned materials do not include badges/passes 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 deadlinesON-SITE PRESENCE

- availability of a space (dimensions to be agreed with the event organizer) at the Paddock area for the set-up of a sponsor's facility for product/service display and/or public relation purposes during the opening day and hours

[* the use of the space shall be confirmed by the Sponsor 4 weeks prior the starting of the event; the facility and its set-up are at Sponsor's cost]

ADVERTISING

- N. 1 promotional video of the sponsor to be played* on the screen at the Paddock and/or different event's venue (TBD)
[* repetitions will be defined in proportion to the total number of the sponsor and their level]
- N. 1 advertisement (format TBD) inside the event program

DIRECT MARKETING

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

COMMUNICATION & PRESS

- use of the event's logo for general corporate communication purposes
- company presentation (1500 characters) inside the general sponsor fact-sheet included in the event's 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 (TBC)
[* 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 (TBC)
[* 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 week of the event]
- 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

PUBLIC RELATIONS & CEREMONIES

- N. 1 "Sponsor" car stickers for the admission of a company car (modern vehicle and not classic / historic) in the race's convoy
- N. 2 invitations for Sponsor's corporate representatives to access the Paddock, lunches and dinners along the route, Awarding Ceremony
- invitations* to the lunches along the route including the lunch of the starting day in keeping with the venue's capacity and in proportion to the total number and category of the sponsor and partner entitled the same benefit
- invitations to the Awarding Ceremony and the Closing Dinner in keeping with the venue's capacity and in proportion to the total number and category of the sponsor and partner entitled the same benefit

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 request a space for the on-site presence of the sponsor in one of the city stages or location for lunch/dinner; logistic aspects shall be agreed according to the space available
[* the request shall be submitted to 1000 Miglia 4 weeks prior the starting of the event and will be confirmed only if the space will be available; the facility and its set-up will be at Sponsor's cost]

COPPA DELLE ALPI BY 1000 MIGLIA – 2nd editionRACE PASSION SPONSOR

Marketing rights & benefit

GENERAL CONDITIONS

Fee: € 20.000,00 + VAT

Duration of the contract: until the 31st of March 2022

Use of the event logo for corporate communication purposes (not product promotion): **included**Industry exclusivity: **not included**PARTICIPATION IN THE RACE

- admission of max. N. 2 eligible classic cars in the race upon payment of the separate entry fee and according to the requirements established by the Special Race Regulations which will be available on the event website
- possibility to create a Sponsor Team including the N. 2 cars registered by the Sponsor being reported 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 indicated in the Specific Race Regulations
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 2 cars and crews of the Sponsor Team until the starting of the race
- dedicated lane and time slots for the administrative check of the Sponsor Team's N. 2 crews
- reserved parking lots at the Paddock for the cars of the Sponsor Team

HOSPITALITY

- hotel pre-check-in for the N. 2 crews' members of the Sponsor Team 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 Hospitality Services through dedicated personnel within 30 days prior the starting of the event

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 - 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/passes 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 deadlinesADVERTISING

- N. 1 advertisement (format TBD) inside the event program

DIRECT MARKETING

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