

Brescia, 7 February 2022

## PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA” – EDITION 2022 IN THE CATEGORY “AUTOMOTIVE HERITAGE PARTNER”.

---

### 1. OBJECT

1000 Miglia S.r.l., a subsidiary company of the Automobile Club of Brescia and exclusive licensee of the “1000 Miglia” trademarks, intends to search **car manufacturers** whose brands have participated in the historic 1000 Miglia speed race (1927-1957) and which are interested in **sponsoring the 1000 Miglia 2022** (hereinafter the “Event”) in the **category “Automotive Heritage Partner”**.

This sponsorship opportunity does not include the right of industry exclusivity and provides for the marketing rights and benefits listed in the descriptive card enclosed to this Notice.

The **minimum fee required is € 70,000.00** (seventy thousand/00) plus VAT (if applicable). The duration of the contract is until 30.06.2022.

The economic operators (car manufacturers) which would like to consider this sponsorship opportunity are kindly requested to express their interest by using the attached application form with the indication of the optional rights eventually requested among those available. The form shall be completed and signed by the legal representative of the applicant company and sent to the certified e-mail address (PEC) [1000miglia@legallmail.it](mailto:1000miglia@legallmail.it) by and no later than **22<sup>nd</sup> February 2022 at 12:00am (noon)**.

### 2. TERMS AND CONDITIONS

The sponsorship fee must be paid as per the following deadlines:

- 50% at the signing of the contract and, in any case, by no later than the 15<sup>th</sup> March 2022
- 50% by no later than the 30<sup>th</sup> of April 2022

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. GENERAL PROVISIONS

The economic operators which will be awarded the above-mentioned sponsorship 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 to this 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 are available on the following official website [www.1000miglia.it](http://www.1000miglia.it).

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

## 1000 MIGLIA 2022

### AUTOMOTIVE HERITAGE PARTNER

### MARKETING RIGHTS & BENEFITS

#### GENERAL CONDITIONS

---

Fee: Euro 70,000.00 (+ VAT if applicable)

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. 2 eligible classic cars in the Race provided with the Registro 1000 Miglia Certificate ([www.registro1000miglia.it/home-eng/](http://www.registro1000miglia.it/home-eng/)) and upon payment of the separate entry fee according to the Special Race Regulations available on the 1000 Miglia website ([www.1000miglia.it](http://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 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
- possibility to fulfil the administrative check of the Sponsor Team's N. 2 crews in a dedicated area inside the Paddock, on appointment

#### 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

#### VISIBILITY

---

- Sponsor's brand exposure - proportionally to the other sponsorship levels - on:
  - 1000 Miglia official website: section dedicated to Sponsor & Partner
  - 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.)

**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 promotional video focused on the Heritage 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, focused on the Heritage of the Sponsor, inside the “1000 Miglia” Official Guide
- N. 1 advertising page, focused on the Heritage of the Sponsor, inside the “1000 Miglia” Yearbook

## COMMUNICATION & PRESS

---

- 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 Sponsor’s 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 cars 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. 4 complimentary copies of the “1000 Miglia” official publishing projects: Official Guide and Yearbook

## PUBLIC RELATIONS & CEREMONIES

---

- N. 1 “Sponsor” car stickers for the admission of one 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. 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. 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 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.

## OTHER BENEFITS

---

- possibility to subscribe to the “Guest Car” Formula as per the Specific Race Rules and upon the extra fee of Euro 10.000,00 + VAT (if applicable) as per descriptive card reported below
- possibility to request a space (dimension to be defined) inside the 1000 Miglia Paddock for the set up of a facility to promote the Sponsor’s classic department services towards the participants of the 1000 Miglia and develop synergies with the *Registro 1000 Miglia*, subject to an extra fee of Euro 10.000,00 + VAT (if applicable)

**Note:** The facility shall be set up at the Sponsor’s own cost and subject to the approval of by 1000 Miglia of a specific project presented by the Sponsor.

- possibility to supply the 1000 Miglia organization with up to N. 05 modern cars (segment C and/or D or superior) – at no cost for the 1000 Miglia – as service cars for the event’s convoy for a duration of 10 days prior and during the 1000 Miglia event. The supply shall include full insurance coverage (third party and full Kasko) and free Brescia delivery of the vehicles

## 1000 MIGLIA 2022 “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 of Euro 10.000,00 + VAT (ten thousand/00) in addition to the regular car entry fee as per the Specific Race Regulation. The extra fee includes the services fully described at the end of this page.

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 extra 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.