

Brescia, 11 February 2022

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE “1000 MIGLIA” 2022 EVENTS IN THE CATEGORY “OFFICIAL BANKING PARTNER”.**1. OBJECT**

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 exclusive Sponsor as the:

“OFFICIAL BANKING PARTNER”

of the following events:

- **1000 Miglia** – edition 2022
- **1000 Miglia Green** – edition 2022
- **Sorrento Roads by 1000 Miglia** – 1st edition (2022)

The sponsorship is valued the minimum fee of **€ 210.000,00 (two-hundred-ten-thousand/00)** VAT excepted, to be paid according to different installments as per the terms detailed at the following point 2 of this Notice.

This sponsoring Notice is addressed only to companies operating in the “Banking” sector.

In the face of the sponsorship the Sponsor will be reserved the marketing rights and benefits which are listed in the enclosed charts below including the industry exclusivity in the “Banking” sector.

The economic operators 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@legalmail.it by and no later than the **14th of March 2022 at 12:00am (noon)**.

The sponsorship will be awarded to the economic operator that offers the highest consideration compared to the minimum value of € 210.000,00 (two-hundred-ten-thousand/00) VAT excepted.

In case of multiple equal offers, 1000 Miglia S.r.l. will request a further increase and the sponsorship will be awarded to the economic operator that has offered the highest increase.

2. TERMS AND CONDITIONS

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

- 50% by no later than the 30th of April 2022
- 50% by no later than the 31st of May 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 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 are available on the following official website www.1000miglia.it.

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

OFFICIAL BANKING PARTNER

Marketing rights & benefit

1000 MIGLIA – edition 2022

PARTICIPATION IN THE RACE

- direct admission of max. N. 05 classic eligible cars in the Race, subject to assessment by the “Registro 1000 Miglia” (www.registro1000miglia.it/home-eng/) and 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. 05 cars registered by the Sponsor and identify them with a specific decal on the body (as per the Specific Race Regulations) and report it in the official starting list e final classification
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 05 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. 05 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. 05 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. 05 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 prominent position proportionally to the other sponsorship levels – on:
 - event's official website: homepage and specific page dedicated to partners
 - footer of the informative general e-newsletters sent out by 1000 Miglia (excluding the specific e-newsletters sent out on behalf of the partner entitled this benefit)
 - staging & fittings* (e.g. covering, backdrop, roll-up, banners, flags, ext.)
[* excluding the ramp at the start/finish area in Brescia and Roma]
 - promotional materials (e.g. event programs, race's starting list, mini-poster, ext.)
 - recognition page inside the publishing projects (Official Guide and Yearbook)
 - retro-cover of the race documents (e.g. road-book, special race rules, terms of service, ext.)
 - identifier numbers of the competitors' cars (round sticker) plus identifier numbers of the service/staff cars of the race's Technical Convoy (rectangular sticker)
 - race & event badges/passes

ON-SITE PRESENCE

- availability of N. 2 facilities* (min 50 max 60 m² of space in total) at the “1000 Miglia Village” in Brescia's Piazza della Vittoria for product/service display or public relations purposes during the opening days and hours; up to N. 10 Staff badges will be available for the personnel operating therein
[* the facilities will be supplied by the event organizer with the image & look design of the event outside and will include N.1 desk & stool and electrical power; the Sponsor has the right to customize it internally at own cost. The use of the facilities has to be confirmed by the Sponsor 4 weeks prior the starting of the event]

Note: In alternative to the two facilities at the “1000 Miglia Village”, the Sponsor can request a space (dimension to be discussed) inside the Paddock at the Brescia's Brixia Forum in order to set up a lounge/welcome area, at its own care

and cost, operating in the opening days and hours, subject to a project which shall be submitted to 1000 Miglia for approval. The request shall be made to the 1000 Miglia within the 31st of March 2022.

ADVERTISING

- N. 1 Sponsor's promotional video* on the screens at the Paddock and/or Village and/or Start/Finish line [* repetitions will be defined in proportion to the total number of the sponsor and their level]
- N. 1 editorial + N.1 advertising single page inside the "1000 Miglia" Official Guide, in prominent position
- N. 1 advertising double page inside the "1000 Miglia" Yearbook

DIRECT MARKETING

- right to insert promo/communication material or gadget/gift (subject to approval by 1000 Miglia) in to the participants' "welcome-bag"
- right to have hostess/steward giving out gifts to the race participants at the "1000 Miglia Village" [* service to be carried at Sponsor's cost and upon agreement with 1000 Miglia]
- right to send N.1 e-newsletter to the database of 1000 Miglia's participants and News' subscribers via the internal e-mailing system of the 1000 Miglia

PRESS & COMMUNICATION

- right to use the 1000 Miglia figurative trademark (Red Arrow) for corporate communication purposes (not product communication)
- right to use the "event edition" logo for corporate communication purposes (not product communication)
- Sponsor's press release (1 page front & back) inside the 1000 Miglia on/off-line press kit prepared for the Conferences
- 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 agree on N. 1 post (wording & 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 and the two weeks before]
- 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 sticker subject to registration onto the Press Area of the 1000 Miglia website, according to the "Media Accreditation" policy, and to the presentation of a communication project/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 and related deadlines
- N. 5 complimentary copies of the "1000 Miglia" official publishing projects: Official Guide and Yearbook

PUBLIC RELATIONS & CEREMONIES

- N. 2 "Sponsor" sticker for the admission of two company cars (modern vehicles and not classic/historic) in the 1000 Miglia convoy for public relations purposes of the Sponsor
- N. 2 invitations for two Sponsor's corporate representatives to access the Paddock, Village, lunches and dinners along the route, Awarding Ceremony
- N. 30 invitations to access the "1000 Miglia Village" during the opening days and hours
- N. 20 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. 10 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 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 the 2022 event and will be communicated to the Sponsor in advance.

OPTIONAL BENEFIT

- Possibility to request the establishment of a specific Trophy/Prize in the name of the Sponsor to be delivered on an official occasion of the event program to be agreed with the event Organizer and subject to feasibility
- Possibility to subscribe the "Guest Car" formula according to the Special Race Regulations and the extra fee of Euro 10.000,00 + VAT as per the following descriptive card

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 the accesses 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.

OFFICIAL BANKING PARTNER

Marketing rights & benefit

1000 MIGLIA GREEN - edition 2022

PARTICIPATION IN THE RACE

- admission of N. 2 full-electric car* belonging to the categories specified in the Special Race Regulations upon registration on the appropriate web portal and payment of the separate entry fee for the competition
[* the car will be reported as “sponsor car” in the official race’s starting list and final classification; it can be Identified with a specific decal on its body as specified in the Specific Race Regulations]
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the car and crews of the sponsor until the starting of the race
- dedicated lane and time slot for the administrative check of the sponsor’s car & crews

ON-SITE PRESENCE AT THE “1000 MIGLIA PADDOCK”

- exhibition space for the car/s entered in the race including basic equipment (moquette, desk & stool, backdrop, card stand) inside the “Paddock 1000 Miglia” - in the area dedicated to the 1000 Miglia Green during the opening days and hours as per the event program

HOSPITALITY

- hotel pre-check-in for the 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 Hospitality Services through dedicated personnel within 30 days prior the starting of the event

VISIBILITY

- Sponsor’s brand exposure - in prominent position proportionally to the other sponsorship levels – on:
 - event website or dedicated page on the 1000 Miglia website
 - staging & fittings
 - back cover of the Road-books
 - recognition page of all sponsor inside the “1000 Miglia” Official Guide
 - identifier round sticker of the competing cars and rectangular sticker of the service/staff cars of the technical Convoy
 - event & race badges

ADVERTISING

- N. 1 promotional video of the Sponsor, focused on the topic of sustainable mobility, to be played* on the screens at the Paddock or different location chosen by the event organizer
[* repetitions will be defined in proportion to the total number of the sponsor and their level]
- N. 1 Sponsor’s advertising page or editorial, focused on the topic of sustainable mobility, in the specific section dedicated to the 1000 Miglia Green inside the “1000 Miglia” Official Guide

COMMUNICATION & PRESS

- use of the event logo for general corporate communication purposes (not for product promotion)
- company presentation (1500 characters) in the sponsors’ 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 website dedicated to the event

[* 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 and the topic of sustainable mobility 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 two weeks before the event]

- possibility to obtain up to N. 1 “Media” car stickers (for electric/hybrid cars) 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 & CERIMONIES

- N. 1 “Sponsor” car stickers for the admission of a company car (electric or hybrid) in the *1000 Miglia Green* convoy
- 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 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. 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 invitations are not for each of the lunch-breaks but cover all of them and can be used only upon pre-booking]

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.

PARTICIPATION IN THE “GREEN TALK”

- possibility to attend the “Green Talk” with a company’s representative delivering a speech within the relevant section of the debate subject to agreement with 1000 Miglia on the specific topic of the speech
- possibility to insert a factsheet about the company’s activities in the sector of sustainable mobility inside the publication “Green Report” distributed to all the event’s stakeholders and published on the relevant webpage of the 1000 Miglia website
- brand exposure on the sponsors’ recognition page inside the “Green Report”

OFFICIAL BANKING PARTNER
Marketing rights & benefit
SORRENTO ROADS BY 1000 MIGLIA – 1st edition

PARTICIPATION IN THE RACE

- admission of N. 03 eligible cars in the race according to the Race Regulations and subject to the separate payment of the official registration fee as per the Race Regulations
- possibility to identify the N. 03 cars as a “Sponsor Team” by applying a dedicated decal on the cars’ body according to the technical specifications reported in the Race Regulations
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 03 cars and crews of the Sponsor Team until the starting of the race

VISIBILITY

- sponsor’s brand exposure - in prominent position proportionally to the other sponsorship levels - on:
 - event website or dedicated web-page of the 1000 Miglia website
 - promotional materials (e.g. event program, race’s starting list, backdrop, roll-up, banners, flags, ext.)
 - back cover of the race documents (e.g. road-book, special race rules, terms of service, ext.)
 - identifier numbers of the competitors’ cars (round sticker) plus identifier numbers of the service/staff cars of the race’s Technical Convoy (rectangular sticker)
 - race & event badges/passes

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

COMMUNICATION & PRESS

- use of the Event’s logo for general corporate communication purposes (not product promotion)
- Sponsor’s press release (1 page front & back) inside the 1000 Miglia on/off-line press kit 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 obtain N. 1 “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
- possibility to obtain media accreditation for operators of the Sponsor subject to the registration on the Press Area of the 1000 Miglia website, according to the Media Accreditation policy

PUBLIC RELATIONS & CERIMONIES

- 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 event’s venues and the Awarding Ceremony