

Brescia, 22 April 2022

## **PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE “1000 MIGLIA” EVENT IN ITS 2022 and 2023 EDITION IN THE CATEGORY “OFFICIAL SPARKLING WINE”**

### **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 in the sector of “Production, Protection, Promotion of sparkling wine with classic method” which are interested in being exclusive Sponsor as the:

**“OFFICIAL SPARKLING WINE”**

### **OF THE 1000 MIGLIA EVENT IN ITS 2022 AND 2023 EDITION**

The sponsorship is valued the minimum fee of € 80.000,00 (eighty-thousand/00) excepted VAT to be paid according to different installments as per the terms detailed at the following point 2 of this Notice.

In the face of the sponsorship the Sponsor will be reserved the <<Marketing rights and benefits>> which are listed in the enclosed chart among which there is:

- the industry exclusivity in the sector of "production, protection, promotion of sparkling wines" (with the exception of wines belonging to the categories "still white", "still red", "still rosé")

In addition to the requested sponsorship fee, the economic operator is requested to provide - free of charge - a total quantity of minimum N. 500 bottles of sparkling wine (including glasses, service material, logistics and delivery) for each edition of the event to be used in the occasion of the dinners at the city stages (excluding the dinners during the racing time), the press conferences, at the 1000 Miglia's hospitality/lounge facilities in the 1000 Miglia Village and Paddock and other side initiatives related to the only 1000 Miglia race which will be defined by the event organizer. The Sponsor will be also requested to provide - free of charge - minimum n. 3 Jeroboam and n. 6 Magnum bearing a 1000 Miglia label to be presented to the first three crews classified, on the arrival ramp in Brescia as well as during the awarding ceremony.

The economic operators which are interested in this 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@legalmail.it](mailto:1000miglia@legalmail.it) by and no later than **23<sup>rd</sup> May 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 € 80.000,00 (eighty-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:

For the “1000 Miglia 2022”:

- Euro 40.000,00 (forty-thousand/00) - equal to the 50% of the total minimum value of the sponsorship - upon signature of the Agreement and in any case by no later than the 31<sup>st</sup> of May 2022

For the “1000 Miglia 2023”:

- Euro 20.000,00 (twenty-thousand/00) - equal to the 25% of the total minimum value of the sponsorship - by no later than the 31<sup>st</sup> of January 2023
- Euro 20.000,00 (twenty-thousand/00) - equal to the 25% of the total minimum value of the sponsorship - by no later than the 31<sup>st</sup> of May 2023

In the case where the option to sponsor a lunch-break of the race during each of the 2023 edition of the 1000 Miglia event will be exercised by the Sponsor - as provided for in the <<Optional Rights>> section included in the chart of the <<Marketing rights & benefit>> enclosed to this Notice - the amount of Euro 30.000,00 (thirty-thousand/00) shall be paid by no later than the 31<sup>st</sup> of May 2023.

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 FOR RENEWAL

The economic operator which will be awarded the above-mentioned sponsorship will be able to exercise the option to renew the sponsorship for the 2024 edition of the 1000 Miglia event - at the same conditions provided for in the contract for the 2022 and 2023 edition of the event - by no later than the expiry date of the contract by means of a written communication to the address [1000miglia@legalmail.it](mailto:1000miglia@legalmail.it).

The 1000 Miglia S.r.l. reserves the right to accept the renewal request with a written communication to the Sponsor.

## 4. 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 stated in the Special Race Regulations and 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](http://www.1000miglia.it).

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

# 1000 MIGLIA - EDITION 2022 AND 2023

## OFFICIAL SPARKLING WINE

### MARKETING RIGHTS & BENEFIT

#### PARTICIPATION IN THE RACE

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- admission of N. 1 eligible classic car 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 [1000miglia.it](http://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
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the car and crew in the race 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

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- 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 Hospitality Services through dedicated personnel within 30 days prior the starting of the event

#### VISIBILITY

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- Sponsor's brand exposure - in proportion to the other sponsorship levels - on:
  - 1000 Miglia official website: Event's presentation page and Partner section
  - 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.)

**Notes:** the above-mentioned materials do not include badges/passes of any type;  
the display of the Sponsor's brand is subject to the delivery of logo's files in the required formats and deadlines

#### SPECIAL INITIATIVES

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- possibility to present with N. 1 Jeroboam the first classified crew, with N. 1 Magnum the second classified crew, with N. 1 Magnum the third classified crew, on their arrival in Brescia on the ramp located in Viale Venezia. All the bottles shall bear a 1000 Miglia label.

**Note:** the handover of the prizes shall be done exclusively by the hostess/steward of the Sponsor according to the protocol which will be communicated to the Sponsor in advance for acknowledgement

- possibility to present with N. 2 Jeroboam the first classified crew's members, with N. 2 Magnum the second classified crew's members, N. 1 Magnum the third classified crew's members in the occasion of the Awarding Ceremony at the end of the event. All the bottles shall bear a 1000 Miglia label.

**Note:** the handover of the N. 2 Jeroboam to the first classified crew can be done by a company's representative of the Sponsor according to the protocol which will be communicated to the Sponsor in advance for acknowledgement

## ADVERTISING

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- 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 inside the "1000 Miglia" Official Guide

## DIRECT MARKETING

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- possibility to insert promo/communication material or gadget/gift (subject to approval) into the "welcome-bag" handed over 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]

## COMMUNICATION & PRESS

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- use of the "1000 Miglia" trademark (Red Arrow) for general corporate communication purposes
- use of the "event edition" logo for general corporate communication purposes
- 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 two weeks before the event]
- 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 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
- 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. 2 complimentary copies of the "1000 Miglia" official publishing projects: Official Guide and Yearbook.

## PUBLIC RELATIONS & CEREMONIES

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- N. 1 "Sponsor" car stickers for the admission of a company cars (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" during the opening days and hours
- N. 15 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 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

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- possibility to sponsor one of the lunch-break along the route and obtain extra brand exposure within the location as well as activate a special initiative on-site subject to an extra fee of Euro 30.000,00 + VAT (if applicable).  
The location and operational aspects shall be agreed with the 1000 Miglia.  
This benefit shall be requested to the 1000 Miglia by the 30<sup>th</sup> of November 2022 for the 2023 event edition.  
**Note:** it shall be noted that being the lunches held during the race, it will not be possible to sell and serve wines; only the display of product is allowed for promotional purposes
- possibility to subscribe to the "Guest Car" formula as per the Specific Race Rules and upon extra fee; see fact-sheet enclosed

## 1000 MIGLIA – EDITION 2022 AND 2023 “GUEST CAR” FORMULA FACTSHEET

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 the 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 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 to Sponsor in advance.