

Brescia, 28th of April 2022

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE PARTICIPATION IN
THE
“1000 MIGLIA GREEN” EVENT - 2022 EDITION
AS “RACING SPONSOR”**

WWW.1000MIGLIAGREEN.IT

Within the scope of the 2022 edition of the event named 1000 Miglia Green (hereinafter the “Event”) which is a regularity race reserved to full-electric cars - Hypercar, Supercar and Premium brands - scheduled on **15-18 June 2022** on the same occasion and route of the 1000 Miglia regularity race for classic cars, the 1000 Miglia S.r.l. being it 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 designated, without request of exclusivity right, as “**Racing Sponsor**” valued the minimum fee of € **25.000,00 (twenty-five-thousand/00) + VAT.**

This opportunity is addressed to companies, including automotive brands and car manufacturers, wishing to associate their name to a unique and exclusive driving event promoted by a historic motor racing brand recognized worldwide.

The participation will result in the granting of the marketing rights and benefits reported in the enclosed chart below and it is subject to the terms and conditions set out in the Specific Race Regulations.

The operators wishing to participate in the Event are invited to express their interest by sending the attached application form duly signed by the company’s legal representative (a scanned copy of his/her Identity Card shall be enclosed) to the e-mail address 1000miglia@legalmail.it by no later than **28th May 2022 at 12:00/noon.**

The requested fee will be due, upon receipt of the relevant invoice, upon signature of the Agreement of Participation and in any case no later than the **30th of May 2022.**

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, perfumes, pens, banks and credit institutions, tyres.

This research does not constitute an offer to the public but a mere invitation to offer and does not bind 1000 Miglia to stipulate the Agreement. 1000 Miglia S.r.l. reserves the right, at its sole discretion, not to confirm the participation for reasons relating to the protection of the values and image of the 1000 Miglia brand.

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

1000 MIGLIA GREEN 2022 RACING SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

- Designation: "Racing Sponsor"
- Fee: € 25,000.00 (twenty-five-thousand/00) + VAT
- Industry exclusivity: not included
- Duration of the contract: until the 30th of June 2022

PARTICIPATION IN THE RACE

- Entry fee for n. 1 full-electric "Premium" car belonging to the categories specified in the Special Race Regulations, including the following services:
 - hospitality for two persons (crew's members) in two single rooms in Hotel not exceeding 4* for a total of 5 nights: Brescia (14/06), Cervia-Milano Marittima (15/06), Roma (16/06), Parma (17/06), Brescia (18/06)
 - n. 4 light-lunch along the route for the two crew's members, including the lunch in Brescia before the race's start
 - n. 3 light-dinner in the city stages for the two crew's members
 - invitations to the Prize-giving ceremony and Closing Party a Brescia for driver & co-driver (if confirmed in the final Event Program) or Dinner at the assigned Hotel
 - technical race materials: crew pass, road-book, car sticker, time cards
 - n. 2 Welcome Bags
 - n. 4 invitations to the Paddock (for driver & co-driver and n.2 technical staff)
 - possibility to apply a specific sticker (10x20 cm.) on the livery of the car indicating the name of the "Racing Sponsor" [at own production and cost]
 - reserved parking space inside the Paddock - in the area dedicated to the 1000 Miglia Green - for the car entered in the race; the space will be equipped with moquette, desk, stool, backdrop, car stand.

[value of the participation in the race: € 10,000.00 + VAT]

Note: n. 1 additional full-electric car can be entered in the competition subject to the payment of a reduced entry fee of € 7.500,00 + VAT. The admission of a second car is at the sole discretion of the Organizer based on the maximum number of cars that can be allowed in the competition.

VISIBILITY

- brand exposure – in proportion to other sponsorship’s levels – on:
 - event webpage
 - staging & fittings
 - back-cover of the Road-books
 - recognition page of all the event’s sponsor & partner inside the “1000 Miglia Official Guide”
 - identifier stickers of the service/staff cars of the technical convoy

Note: the display of the Sponsor’s brand is subject to the delivery of the logo’s files in the required formats and by the fixed deadline

ADVERTISING

- N. 1 promotional video of the Sponsor to be played* on the screen set up at the Paddock
[* number of repetitions in proportion to the total number and category of entitled parties]
- N. 1 advertising page in the section dedicated to the 1000 Miglia Green on the “1000 Miglia Official Guide”

PRESS & COMMUNICATION

- right to use the “1000 Miglia Green” name and logo for corporate communication purposes (not for product promotion)
- corporate presentation (1500 characters) in the factsheet dedicated to the event’s sponsors & partner, included in the on/off-line press kit of the 1000 Miglia prepared for the Conferences
- N. 1 news dedicated to the Sponsor published on the relevant 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 obtain N. 1 “Media” car sticker (for a full-electric or hybrid vehicle) subject to registration onto the Press Area of the 1000 Miglia website, according to the 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. 2 invitations for Sponsor’s corporate representatives to access the Paddock, Village, lunches and dinners along the route, Awarding Ceremony
- N. 4 invitations to access the “1000 Miglia Paddock” + “1000 Miglia Village” 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 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 in Brescia before the race's start
[* 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.

[value of the marketing & communication benefits: € 15,000.00 + VAT]

OPTIONAL BENEFIT

COURTESY CAR

* reserved only to the car manufacturers

- Possibility to supply - at no cost for the 1000 Miglia - N. 2 full-electric or hybrid cars (segment C and/or D or superior) as service vehicles for the race's technical convoy for a duration of 10 days prior and during the 1000 Miglia Green event. The supply shall include full insurance coverage (third party and full Kasko) and free Brescia delivery.

PARTICIPATION IN THE "GREEN TALK"

* benefit subject to an extra contribution of € 5,000.00 + VAT, upon presentation of a specific project

- possibility to attend the "Green Talk" with a company's representative delivering a speech within the relevant section of the debate
- 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 - in proportion to other categories - on the sponsors' recognition page inside the "Green Report"