

Brescia, September 1st 2022

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE EVENT “1000 MIGLIA WARM UP USA” - 2022 EDITION

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 sponsor of the “1000 Miglia Warm-up USA” - 2022 edition - to be held from 18th to 23rd October 2022 in the Washington DC area.

The sponsorship opportunity concerns the following category, without any exclusive merchandising rights, according to the marketing rights and benefits as are reported in the enclosed chart below.

FRIEND SPONSOR: valued min. € 15.000,00 (fifteen thousand//00), plus VAT.

The economic operators are kindly requested to express their interest, including the price offered, by sending the enclosed application form to the certified e-mail address (PEC) 1000miglia@legalmail.it by and no later of **3rd October 2022 at 12:00/noon.**

It should be noted that 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, tyre, loyalty program.

It should be noted that 1000 Miglia S.r.l. will take into consideration also sponsorship proposals which will include a value in kind - goods/services useful for the organization and promotion of the event - covering part of the requested fee. In this case the proposal will have to clearly state what are the goods/services which will be offered by the potential sponsor and their economic value.

2. TERMS AND CONDITIONS

The payment of the requested fees in one solution will have to be set right after the signature of the sponsorship contract, upon reception of the related invoice, and in any case by no later than the 14th October 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. DURATION OF THE CONTRACT

The contract will be valid from signature until 31st October 2022.

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 1000 Miglia brand.

Further information about the 1000 Miglia is available on the following official website: www.1000miglia.it.

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

1000 MIGLIA WARM UP USA – 2022 EDITION

FRIEND SPONSOR

MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: € 15.000,00 + VAT

Industry exclusivity: **not included**

PARTICIPATION TO THE RACE

- Admission of n. 1 eligible cars in the race according to the Special Race Regulations and subject to the separate payment of the official registration fee as per the Special Race Regulations, as published on the event site.

VISIBILITY

- Brand exposure on: set-up supports, website, promotional materials, race materials*. (Brand exposure will be commensurate with the other sponsorship categories.)
[*not including the participants' "car stickers" as well as the technical convoy's "car stickers"]

DIRECT MARKETING

- Possibility to insert a present (subject to 1000 Miglia approval) inside the "welcome bags" prepared for the event's participants.

P.R. & CEREMONIES

- Invitations to access the event venues (up to a maximum of n. 4 invitation), for Sponsor's corporate representatives and/or Sponsor's guests, in keeping with their capacity and the total number of participating partner and sponsor and their level.
- Invitations to the Awarding Ceremony (up to a maximum of n. 4 invitation), for Sponsor's corporate representatives and/or Sponsor's guests, in keeping with their capacity and the total number of participating partner and sponsor and their level.

COMMUNICATION & PRESS

- Right to use "1000 MIGLIA WARM UP USA" Logo for 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

OPTIONAL BENEFIT

- Possibility to sponsor lunch and or dinner and get extra brand exposure (branding of the Location), including n. 10 invitations to be allocated to corporate representatives and/ or guests of the Sponsor.
Extra (o additional) fee of Euro 15,000.00 (+ VAT, if applicable)
- Possibility of participation of n. 2 modern cars in the training activities, (that will be held on 19th October 2022) with guests at the discretion of the Sponsor, with the presence of materials branded with the brand of the Sponsor within the location of the Event (subject to 1000 Miglia approval)
Extra (o Additional) fee of Euro 10,000.00 (+ VAT, if applicable)