

Brescia, 10th February 2023

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENTS “1000 MIGLIA” and “1000 MIGLIA GREEN” – EDITION 2023 and 2024 IN THE CATEGORY “MAIN AUTOMOTIVE PARTNER”.

1. OBJECT AND DURATION

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” and “1000 Miglia Green” in their 2023 and 2024 edition** (hereinafter the "Events") in the category **"Main Automotive 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 € 380.000,00** (threehundredeightythousand/00) plus VAT. The duration of the sponsorship contract is until 30.06.2024.

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@legalmail.it by and no later than the **27th of February 2023 at 12:00am** (noon).

2. TERMS AND CONDITIONS

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

- for the Events of the 2023 edition
 - 25% at the signing of the sponsorship contract and, in any case, by no later than the 31st March 2023
 - 25% by no later than the 30th May 2023
- for the Events of the 2024 edition
 - 25% by no later than the 31st March 2024
 - 25% by no later than the 30th May 2024

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 for the cars competing in the 2023 edition of the race according to the terms and conditions which are described

in the related descriptive card enclosed to this Notice. For the 2024 edition of the race the terms and conditions of the “Guest Car” formula will be available in the occasion of the opening of the entry process of cars in the mentioned edition.

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 official website www.1000miglia.it.

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

1000 MIGLIA 2023 AND 2024 MAIN AUTOMOTIVE PARTNER

MARKETING RIGHTS & BENEFIT

PARTICIPATION IN THE RACE

- admission of up to N. 4 eligible classic cars in the race, provided with the “Registro 1000 Miglia” Certificate (www.registro1000miglia.it/home-eng/) and upon payment of the separate entry fee (*Basic – Silver – Gold, depending on the entrant’s choice*) according to the Special Race Regulations and related Circulars available on the website 1000miglia.it
- possibility to create a “Sponsor Team” including the N. 4 cars registered by the Sponsor being reported in the list of accepted cars, in the official race’s starting list and final classification; the Sponsor can identify the N. 4 cars with a specific decal on their body as indicated in the Special Race Regulations
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 4 cars and crews of the Sponsor Team until the starting of the race
- possibility to fulfil the administrative check of the N. 4 crews in the area dedicated to Sponsor inside the Paddock, on appointment
- reserved parking space in the Paddock for the only use of the Sponsor Team’s N. 4 cars to be managed by the Sponsor; it includes a flag and welcome desk with stool

HOSPITALITY

- selected hotels for the accommodation of the crews’ members of up to N. 4 racing cars (service included in the race’s separate entry fee) and eventual accompanying personnel/staff of the Sponsor (service subject to separate purchase of the Additional Services), in Brescia and in the city stages
- hotel pre-check-in for the N. 4 crews’ members at the race’s city stages subject to the Hospitality Department’s policy
- reserved reduction on the fixed rates of the Additional Services for the purchase of services (subject to availability) for the Sponsor Team’s crews and eventual personnel/staff according to the chart “A” reported at the end of this descriptive card

ON-SITE PRESENCE AT THE PADDOCK

- availability of an exhibition space (up to 40 sq.m.) inside the venue for the set up* of a facility dedicated to the Sponsor
[*the facility’s project and set-up will be at Sponsor’s cost and subject to the 1000 Miglia company’s approval]

VISIBILITY

- Sponsor's brand exposure - in preeminent position and proportionally to other sponsorship levels - on:
 - 1000 Miglia official website: Event's presentation page and Partner section
 - footer of the 1000 Miglia information e-newsletters sent out during the event's week
 - 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, ext.)
 - multi-sponsor recognition page inside the official publishing projects: Official Guide and Yearbook
 - multi-sponsor recognition page on back cover of the race documents (e.g. road-books, special race regulations, terms of service, ext.)
 - identifier rectangular sticker of the service and staff cars of the Technical Convoy

Note: the above-mentioned materials do not include badges/pass of any type

ADVERTISING

- 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 depend on the total number of the sponsor entitled the same benefit and their level]
- N. 1 advertising page inside the "1000 Miglia Official Guide"
- N. 1 advertising page inside the "1000 Miglia Yearbook"

DIRECT MARKETING

- sending of N.1 e-newsletter towards a selected target of the 1000 Miglia participants' database via the internal e-mailing system of the 1000 Miglia company subject to the approval of the latter; scheduling to be agreed between the parties according to the general publishing plan of the 1000 Miglia
- insertion of promo/communication material or gadget (subject to approval) into the "welcome-bag" handed out to the competitors after their administrative checks at the "1000 Miglia Paddock"

COMMUNICATION & PRESS

- use of the "1000 Miglia" trademark (Red Arrow) for general corporate communication purposes (not for product/service promotion)
- use of the "event edition" logo for general corporate communication purposes (not for product/service promotion)
- Sponsor's presentation (max. 600 characters) on the specific page in the event section of the *1000miglia.it* website
- news by 1000 Miglia presenting the event sponsorship in the specific section of the *1000miglia.it* website, according to the internal publishing plan
- 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. 3 "Sponsor Media" - or equal naming - car sticker for the admission of media cars (modern vehicle and not classic/historic) in the 1000 Miglia convoy. The admission of the cars is subject to their 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 & CEREMONIES

- N. 2 "Sponsor" car stickers for the admission of two company cars (modern vehicle and not classic / historic) in the 1000 Miglia convoy for public relations purposes of the Sponsor
- N. 4 invitations for Sponsor's corporate representatives to access the Paddock, Village, lunches and dinners along the route, Awarding Ceremony
- N. 20 invitations to access the "1000 Miglia Paddock & Village" during the opening days and hours
- N. 4 invitations to see the start and arrival of the Race in Brescia inside the areas reserved to the sponsor
- N. 4 invitations to the Awarding Ceremony and the Closing Party in Brescia
- N. 2 invitations for the "1000 Miglia Day" (if confirmed in the final event program) including the possibility to deliver a speech by a Sponsor's representative
[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.

REGISTRO 1000 MIGLIA

- addition of the Sponsor's name among the partners of the *Registro 1000 Miglia* and exposure of its logo on the related website registro1000miglia.it and other promotional/press materials on/off-line (TBD)
- right to send N. 2 dedicated e-newsletter per year about sponsor's services and products to the *Registro 1000 Miglia*'s database – or a selected target if it (scheduling to be agreed between the parties)
- possibility to develop synergies with the *Registro 1000 Miglia* within the scope of its mission

PUBLISHING PROJECTS

- N. 4 complimentary copies of the "1000 Miglia Official Guide"
- N. 4 complimentary copies of the "1000 Miglia Yearbook"
- N. 2 kits of the "Digital Press Review"

OPTIONAL BENEFIT SUBJECT TO EXTRA FEE (valid only for the 2023 edition)

- possibility to subscribe to the “Guest Car” Formula as per the Special Race Regulations and descriptive card attached
Fee “BASIC”: € 12.500,00 + VAT

- possibility to appoint the 1000 Miglia for the supply and execution of the interior set-up of the space at the “1000 Miglia Paddock” based on a shared design/project
Fee depending on the project

- possibility to request a showcase facility* at the “1000 Miglia Village”
[* the facility (approx. 30 sq.m.) will be supplied by the event organizer bearing the image & look design of the event outside and will include N. 1 desk and stool as well as electrical power; the Sponsor has the right to customize it internally at own cost. The request shall be submitted to the event organizer N. 8 weeks prior the starting of the event and will be accepted upon availability of the facility]
Fee: € 20.000,00 + VAT

- Possibility to define a package or specific services* of additional visibility to be agreed separately, in the setting and scope of:
 - Sponsor's news in the dedicated section on the *1000miglia.it* website according to the 1000 Miglia editorial calendar, excluding the period from 01st to 30th June
 - Sponsor's post on selected 1000 Miglia's social media according to the 1000 Miglia editorial line & calendar, excluding the period from 01st to 30th June
 - “Time controls” or “Passage controls” per leg / “Time trials” per leg / Special projects[* packages and services will depend on their actual availability at the time of the request]
Fee depending on the type of the requested service

- Possibility to purchase one or more packages of additional Invitations for the main locations of the event:

Package “A”

- N. 10 Invitations for the “1000 Miglia Paddock” + “1000 Miglia Village”
- N. 10 Invitations to see the Starting and Finish of the race from the reserved areas for all Sponsor

Fee: € 5.000,00 + VAT

Package “B”

- N. 10 Invitations to attend Lunches and Dinners along the race route (on reservation and subject to availability)
- N. 10 Invitations to attend the Closing Party and the Awarding Ceremony

Fee: € 6.000,00 + VAT

CHART “A”**RESERVED DISCOUNT FOR SPONSOR ON THE “ADDITIONAL SERVICES”****VALID ONLY FOR THE 1000 MIGLIA 2023 EDITION**

Reserved reduction of 5.0% on the fees for “Additional Services” purchased through dedicated staff.
Further discounts will be applied on the total net value of the services purchased, in the following range:

range	additional reductions
from € 25.000,00 to € 50.000,00	2,5%
from € 50.000,00 to € 75.000,00	5,0%
from € 75.000,00 to € 100.000,00	7,5%
over € 100.0000,00	10,0%

1000 MIGLIA 2023 “GUEST CAR” FORMULA DESCRIPTIVE CARD

The Sponsor is permitted to nominate one or more "Guest Cars" from among the cars in its contingent.

The 'Guest Car' formula allows to add to the crew of no. 2 persons included in the entry fee a further no. 4 names for a total of no. 6 drivers for the same car.

The drivers/co-drivers (six in total) associated with the “Guest Car” will be able to alternate when driving as driver and co driver - during the 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 Special Race Regulations.

The "Guest Car" shall be subject to the following additional fees, aligned by type at the registration of the car entered in the race as required by the Specific Race Regulations:

- € 12.500,00 (twelve thousand five hundred/00) plus VAT for BASIC
- € 14.500,00 (fourteen thousand five hundred/00) plus VAT for SILVER
- € 18.000,00 (eighteen thousand/00) plus VAT for GOLD

The terms for subscribing and paying the fee for the "Guest Car" formula are those set out in the Specific Race Regulations.

The sponsor adhering to the "Guest Car" formula will also be entitled to n.01 dedicated sticker to be affixed to a modern car to follow the convoy in its entirety, with the only restriction being access to the time trials areas or any other areas with special access restrictions.

Guest cars will be exclusively classified in a dedicated classification. The sticker number of the "Guest Car" will be the one provided for the car entered in the Event.

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. Physical person competitors registering a "Guest Car" must then physically be aboard the said car. It is possible to change the names of the members of the "Guest Car" crew, under the terms and conditions of the Special Race Regulations.

1000 MIGLIA GREEN 2023 AND 2024

MAIN AUTOMOTIVE PARTNER

MARKETING RIGHTS & BENEFIT

PARTICIPATION IN THE RACE

- admission of up to N. 3 full-electric cars belonging to the categories specified in the Special Race Regulations upon registration in the due modalities and payment of the separate entry fee for the competition according to the Specific Race Regulations
- possibility to create a “Sponsor Team” including the N. 3 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 specified in the Specific Race Regulations
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 3 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. 3 crews inside a dedicated area in the Paddock, on appointment
- reserved parking space - in the area dedicated to the 1000 Miglia Green - for the cars entered in the race including basic exhibition equipment (e.g. moquette, desk & stool, backdrop, card stand or similar)

HOSPITALITY

- selected hotels for the accommodation of the crew members of up to N. 3 racing cars (service included in the race’s separate entry fee) and eventual accompanying personnel/staff (service available upon separate purchase of the Additional Services) in Brescia and in the city stages
- hotel pre-check-in for the N. 3 crews’ members at the race's city stages subject to the Hospitality department’s policy
- reserved reduction on the fixed rates of the Additional Services for the purchase of services for the Sponsor Team’s crews and eventual personnel/staff according to the chart “A” reported above valid for the 1000 Miglia race

VISIBILITY

- Sponsor’s brand exposure - in prominent position proportionally to the other sponsorship levels – on:
 - 1000 Miglia official website: Event’s presentation page
 - staging & fittings* (TBD)
[* excluding the ramp at the starting/finish area in Brescia and Roma]
 - promotional materials (e.g. race’s starting list, hospitality guide, ext.)

- multi-sponsor recognition page inside the “1000 Miglia Official Guide”
- multi-sponsor recognition page on back cover of the race documents (e.g. road-books, special race regulations, terms of service, ext.)
- identifier round stickers of the competitors’ cars plus the stickers of the technical and staff cars of the Convoy

Note: the above-mentioned materials do not include badges/pass of any type

ADVERTISING

- N. 1 promotional video of the Sponsor, focused on the electric mobility, to be played* on the screens at the Paddock or different location chosen by the event organizer
[* repetitions will depend on the total number of the sponsor entitled the same benefit and their level]
- N. 1 Sponsor’s advertising page, focused on the electric 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/service promotion)
- company presentation (1500 characters) in the fact-sheet about the car manufacturers and other sponsors participating in the event included in the 1000 Miglia on/off-line press kits prepared for the Conferences
- possibility to obtain up to N. 2 “Sponsor Media” car sticker - or equal name - for the admission of media cars (electric or hybrid vehicles) in the 1000 Miglia Green convoy. The admission of the cars is subject to the 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

PARTECIPATION IN THE “GREEN TALK”

- possibility to deliver a speech at the “Green Talk” with a company representative in the thematic section dedicated to car manufacturers
- possibility to insert a fact-sheet relating to the Sponsor’s activities in the field of electric mobility within the “Green Report” publication distributed to various stakeholders and published on-line in the appropriate section on the website 1000miglia.it
- brand exposure on the recognition page inside the “Green Report” publishing project
- N. 4 complimentary copies of the “Green Report”

PUBLIC RELATIONS & CERIMONIES

- N. 1 “Sponsor” car stickers for the admission of a company car (electric or hybrid vehicle) in the 1000 Miglia Green 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 visit the “1000 Miglia Paddock & Village” during the opening days and hours
- N. 2 invitations to see the start and arrival of the Race in Brescia inside the areas reserved to sponsor
- N. 2 invitations to the Awarding Ceremony and the Closing Party in Brescia
- N. 2 invitations to the “1000 Miglia Day” (if confirmed in the final event program)
[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 (reserved only to car manufacturers)

Courtesy Car: possibility to supply – at no cost for the 1000 Miglia organization – N. 2 full-electric or hybrid cars (segment C and/or D or superior) as service vehicles for the race’s technical convoy to be used prior and during the 1000 Miglia Green event. The supply shall include full insurance coverage (third party and full Kasko) and free Brescia delivery.