

Brescia, 20th July 2023

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE EVENT “1000 MIGLIA WARM UP USA” - 2023 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**” - 2023 edition - to be held from 31st October to 5th November 2023 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:

- TOP SPONSOR 2023 for the minimum amount of € 50.000,00 (fifty thousand/00) plus VAT
- MAIN SPONSOR 2023 for the minimum amount of € 30.000,00 (thirty thousand/00) plus VAT
- PASSION SPONSOR 2023 for the minimum amount of € 15.000,00 (fifteen thousand/00) plus VAT
- FRIEND SPONSOR 2023 for the minimum amount of € 10.000,00 (ten 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 **21st August 2023 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, jewellery, perfumes, pens, tyre, loyalty program.

It should be noted that 1000 Miglia Srl. 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 30th September 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 the Italian Code of Public Contracts (Legislative Decree 36/2023).

3. DURATION OF THE CONTRACT

The contract will be valid from signature until 15th November 2023.

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
Mr. Alberto Piantoni

1000 MIGLIA WARM UP USA - 2023 EDITION

TOP SPONSOR MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 50.000,00 + VAT

Industry exclusivity: **not included**

PARTICIPATION TO THE RACE

- Admission of No. 4 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.
- Possibility to create a Sponsor Team including the No. 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 N. 4 cars can be identified with a specific decal on their body (as specified in the Special Race Regulations).
- Back-office assistance by dedicated personnel for any fulfillment related to the registration of the No. 4 cars and crews of the Sponsor Team until the starting of the race.

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels – on:
 - 1000 Miglia official website: event's presentation page and Partner section
 - footer of the Warm up information e-newsletters during the week of the Event
 - staging & fittings
 - promotional materials (e.g. event program, race's starting list, ext.)
 - race materials (Roadbook; Car stickers: Driver, Sponsor, Organization, Guest, Media, Staff; Passes, etc.)
 - drivers' clothes (one item)
- No. 1 post about the partnership published on one of the 1000 Miglia official social media channels, according to the 1000 Miglia editorial plan.
- No. 2 advertising pages and no. 1 editorial page of the Sponsor inside one of the official editorial projects (e.g. Official guide).

Note: the display of the Sponsor's brand is subject to the delivery of logo's files in the required formats and deadlines

DIRECT MARKETING

- Possibility to insert promo/communication material or gadget (subject to approval) in to the "welcome-bag" handed out to the participants.
- No. 1 News presenting the Sponsor's partnership in the dedicated section on the 1000 Miglia website, according to the 1000 Miglia editorial plan.

P.R. & CEREMONIES

- No. 4 full access invitations for sponsor corporate representatives/guests (included the awarding ceremony).
- Up to No. 2 "Sponsor" cars stickers for the admission of 2 company cars (modern vehicle, not classic/historic) in the race Convoy for public relations purposes by the Sponsor.

Note: Sponsor car stickers don't give access to the hospitality service neither to the race lunches.

COMMUNICATION & PRESS

- Right to use the official event logo for corporate communication purposes.
- Company profile (max. 600 characters) in the event section on the 1000 Miglia.it website.
- Sponsor press release to be included in the on/off line press kit.
- Opportunity to accredit No. 1 "Media" car for the company media team for communication purpose only (the sponsor will be required to submit a communication project to 1000 Miglia Srl, at least 30 days before the event).

OPTIONAL BENEFITS

- Possibility to sponsor lunch and or dinner and get extra brand exposure (branding of the Location), including n. 5 invitations to be allocated to corporate representatives and/ or guests of the Sponsor.
Extra fee upon request.
- Possibility to subscribe to the "Guest Car" formula. The cost may vary depending on the number of participants and the hospitality needs.
Extra fee upon request.
- Possibility to sponsor a special Trophy Prize branded by the Sponsor
Extra fee upon request.

1000 MIGLIA WARM UP USA - 2023 EDITION

MAIN SPONSOR MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 30.000,00 + VAT

Industry exclusivity: **not included**

PARTICIPATION TO THE RACE

- Admission of No. 2 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.
- Possibility to create a Sponsor Team including the No. 2 cars registered by the Sponsor being reported in the list of accepted cars, in the official race's starting list and final classification; the No. 2 cars can be identified with a specific decal on their body (as specified in the Special Race Regulations).
- Back-office assistance by dedicated personnel for any fulfillment related to the registration of the No. 2 cars and crews of the Sponsor Team until the starting of the race.

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels - on:
 - 1000 Miglia official website: event's presentation page and Partner section
 - footer of the Warm up information e-newsletters during the week of the Event
 - staging & fittings
 - promotional materials (e.g. event program, race's starting list, ext.)
 - race materials (Roadbook; Car stickers: Driver, Sponsor, Organization, Guest, Media, Staff, Passes, etc.)
 - drivers' clothes (one item)
- No. 1 post about the partnership published on one of the 1000 Miglia official social media channels, following the 1000 Miglia communication plan.
- No. 1 advertising page of the Sponsor inside one of the official editorial projects (e.g. Official guide).

Note: the display of the Sponsor's brand is subject to the delivery of logo's files in the required formats and deadlines.

DIRECT MARKETING

- Possibility to insert promo/communication material or gadget (subject to approval) in to the "welcome-bag" handed out to the participants.
- No. 1 News presenting the Sponsor's partnership in the dedicated section on the 1000 Miglia website, according to the 1000 Miglia editorial plan.

P.R. & CEREMONIES

- No. 2 full access invitations for sponsor corporate representatives/guests (included the awarding ceremony).
- No. 1 "Sponsor" car sticker for the admission of 1 company car (modern vehicle, not classic/historic) in the race Convoy for public relations purposes by the Sponsor.

Note: Sponsor car stickers don't give access to the hospitality service neither to the race lunches.

COMMUNICATION & PRESS

- Right to use the official event logo for corporate communication purposes.
- Company profile (max. 600 characters) in the event section on the 1000miglia.it website.
- Company presentation (1500 characters) inside the general sponsor fact-sheet included in the 1000 Miglia on/off-line press kits prepared for the Conferences.
- Opportunity to accredit No. 1 "Media" car for the company media team for communication purpose only (the Sponsor will be required to submit a communication project to 1000 Miglia Srl, at least 30 days before the event).

OPTIONAL BENEFITS

- Possibility to sponsor lunch and or dinner and get extra brand exposure (branding of the Location), including n. 5 invitations to be allocated to corporate representatives and/ or guests of the Sponsor.
Extra (o additional) fee upon request.
- Possibility to subscribe to the "Guest Car" formula. The cost may vary depending on the number of participants and the hospitality needs.
Extra (o Additional) fee upon request.
- Possibility to sponsor a special Trophy Prize branded by the Sponsor
Extra (o Additional) fee upon request.

1000 MIGLIA WARM UP USA - 2023 EDITION

PASSION SPONSOR

MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 15.000,00 + VAT

Industry exclusivity: **not included**

PARTICIPATION TO THE RACE

- Admission of No. 1 eligible car 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.
- Possibility to create a Sponsor Team including the No. 1 car registered by the Sponsor being reported in the list of accepted cars, in the official race's starting list and final classification; the car can be identified with a specific decal on their body (as specified in the Special Race Regulations).
- Back-office assistance by dedicated personnel for any fulfillment related to the registration of the No. 1 car and crews of the Sponsor Team until the starting of the race.

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels - on:
 - 1000 Miglia official website: event's presentation page and Partner section
 - footer of the Warm up information e-newsletters during the week of the Event
 - staging & fittings
 - promotional materials (e.g. event program, race's starting list, ext.)
 - race materials (Roadbook; Car stickers: Driver, Sponsor, Organization, Guest, Media, Staff; etc.).
- No. 1 advertising pages of the Sponsor inside one of the official editorial projects (e.g. Official guide)

Note: the display of the Sponsor's brand is subject to the delivery of logo's files in the required formats and deadlines.

DIRECT MARKETING

- Possibility to insert promo/communication material or gadget (subject to approval) in to the "welcome-bag" handed out to the participants.

P.R. & CEREMONIES

- No. 2 full access invitations for sponsor corporate representatives/guests (included the awarding ceremony).
- No. 1 “Sponsor” car sticker for the admission of 1 company car (modern vehicle, not classic/historic) in the race Convoy for public relations purposes by the Sponsor.

Note: Sponsor car stickers don't give access to the hospitality service neither to the race lunches.

COMMUNICATION & PRESS

- Right to use the official event logo for corporate communication purposes
- Company profile (max. 600 characters) in the event section on the 1000miglia.it website
- 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 BENEFITS

- Possibility to sponsor lunch and or dinner and get extra brand exposure (branding of the Location), including n. 5 invitations to be allocated to corporate representatives and/ or guests of the Sponsor.
Extra (o additional) fee upon request.
- Possibility to subscribe to the “Guest Car” formula. The cost may vary depending on the number of participants and the hospitality needs.
Extra (o Additional) fee upon request.
- Possibility to sponsor a special Trophy Prize branded by the Sponsor
Extra (o Additional) fee upon request.

1000 MIGLIA WARM UP USA - 2023 EDITION
FRIEND SPONSOR
MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 10.000,00 + VAT

Industry exclusivity: not included

PARTICIPATION TO THE RACE

- Admission of No. 1 eligible car 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

- Sponsor's brand exposure - in proportion to the other sponsorship levels - on:
 - 1000 Miglia official website: event's presentation page and Partner section
 - footer of the 1000 Miglia information e-newsletters during the week of the Event
 - staging & fittings
 - promotional materials (e.g. event program, race's starting list, ext.)
 - race materials (Roadbook, Car stickers: Guest, Media, Staff; etc.)
- No. 1 advertising pages of the Sponsor inside one of the official editorial projects (e.g. Official guide).

Note: the display of the Sponsor's brand is subject to the delivery of logo's files in the required formats and deadlines.

DIRECT MARKETING

- Possibility to insert promo/communication material or gadget (subject to approval) in to the "welcome-bag" handed out to the participants.

P.R. & CEREMONIES

- No. 2 invitations to the race' lunches and dinner for the corporate representatives and/or guests of the Sponsor.
- No. 1 "Sponsor" car sticker for the admission of 1 company cars (modern vehicle, not classic/historic) in the race Convoy for public relations purposes by the Sponsor.

Note: Sponsor car stickers don't give access to the hospitality service neither to the race lunches.

COMMUNICATION & PRESS

- Right to use the official event logo for corporate communication purposes.
- Company profile (max. 600 characters) in the event section on the 1000 Miglia.it website.
- Company presentation (1500 characters) inside the general sponsor fact-sheet included in the 1000 Miglia on/off-line press kits prepared for the Conferences.