

Brescia, 17th November 2023

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE EVENTS ORGANISED BY 1000 MIGLIA SRL IN THE CATEGORY “GLOBAL BANKING & FINANCE PARTNER” in 2024.

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 exclusive Sponsor as the:

“GLOBAL BANKING & FINANCE PARTNER”

of the following events:

- 1000 Miglia – 2024 edition
- 1000 Miglia Green – 2024 edition
- Sorrento Roads by 1000 Miglia – 2024 edition
- Coppa delle Alpi by 1000 Miglia – 2024 edition

The sponsorship is valued the minimum fee of € 320.000,00 (three-hundred-twenty-thousand/00) VAT excepted, to be paid according to different installments as per the terms detailed at the following point 2 of this Notice.

This sponsoring Notice is addressed only to companies operating in the “Financial/Banking” sector. In the face of the sponsorship the Sponsor will be reserved the marketing rights and benefits which are listed in the enclosed charts below including the industry exclusivity in the “Financial/Banking” sector.

The economic operators 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 18th of December 2023 at 12:00am (noon).

The sponsorship will be awarded to the economic operator that offers the highest consideration compared to the minimum value of € 320.000,00 (three-hundred-twenty-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:

- 50% by no later than the 31st of January 2024
- 50% by no later than the 30th of April 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 the Italian Code of Public Contracts (Legislative Decree 36/2023).

3. OPTION OF RENEWAL

The Sponsor will be able to request the sponsorship of the **2025 and 2026 editions** of the Events marking the specific option in the form attached to this Notice or, alternatively, expressing interest by 30 June 2024.

The sponsorship fee of each optioned edition will be equal to the fee proposed for the 2024 events edition or it could be increased with additional rights and benefits to be agreed between the parties.

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 described in the related descriptive card enclosed at the last page of this Public Notice.

The Sponsor will have the right to express his interest in supporting one or more events organised by official licensees. All the sponsoring conditions, including activations and fees, will be negotiated and agreed with the licensees under 1000 Miglia guidance. 1000 Miglia will grant the right of first refusal on all the new events licensed starting from 2024.

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.

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

GLOBAL BANKING & FINANCE PARTNER
MARKETING RIGHTS & BENEFIT
1000 MIGLIA – 2024 EDITION

PARTICIPATION IN THE RACE

- direct admission of max. N. 3 classic eligible cars to the Race, subject to assessment by the “Registro 1000 Miglia” (www.registro1000miglia.it/home-eng/) and upon payment of the registration fee, according to the Special Race Regulations available on the 1000 Miglia website www.1000miglia.it [50% of the cars must be of a different model from the rest of the cars]
- right to create a "Sponsor Team" including the N. 3 cars registered by the Sponsor and identify them with a specific decal on the body (as per the Specific Race Regulations) and a mention in the official starting list/final classification
- back-office assistance by dedicated staff for any fulfillment related to the registration of the N. 3 cars and crews of the Sponsor Team until the starting of the race
- right to fulfil the administrative check of the Sponsor Team's N. 3 crews in a dedicated area at the Paddock, upon appointment
- exclusive parking area at the Paddock, identified with the sponsor's logo, reserved to the Sponsor Team's cars. The basic set up will be provided by 1000 Miglia Srl (basic set up includes a flag and a welcome desk with stool) The Sponsor will manage this area in compliance with the regulation shared by the organizer

HOSPITALITY

- hotel pre-check-in for the N. 3 Sponsor's crews at the race's city stages, subject to the Hospitality department's policy
- reserved reduction for the Sponsor on the "additional services" fees bought for the crews of the "Sponsor Team" and/or the Sponsor's staff, as described in the Chart A below, subject to availability of the service

VISIBILITY

- Sponsor's brand exposure - in prominent 2nd level placement position proportionally to the other sponsor's levels (i.e. in second position in the hierarchy after chief sponsor) – on:
 - event official website: homepage and specific page dedicated to partners
 - official event e-newsletters footer
 - staging & fittings* (e.g. covering, backdrop, roll-up, banners, flags, ext.) [*excluding start/finish ramp areas in Brescia and Roma]
 - promotional materials (e.g. event programs, race's starting list, mini-poster, ext.)
 - recognition page on the publishing projects (Official Guide and Yearbook)
 - retro-cover of the race documents (e.g. road-book, special race rules, terms of service, ext.)
 - identifier stickers of the competing cars and the technical Convoy cars
 - event & race badges/passes, where available

ON-SITE PRESENCE

- availability of N. 1 facility (min 50 max 150 m²) at the “1000 Miglia Paddock” to set up a lounge/welcome area, at sponsor’s own care and cost, operating in the opening days and hours, subject to a project which shall be submitted and approved by 1000 Miglia, within the 30th of March 2024. Up to N. 10 Staff badges will be available for the sponsor’s staff operating therein
- availability of N. 1 lounge area at the Start/Arrival for public relations purposes (access to max. 50 guests)

Note: In alternative to the facility at the “1000 Miglia Paddock”, the Sponsor can request a space (dimension to be discussed) at the “1000 Miglia Village” in Piazza della Vittoria, Brescia for public relations purposes during the opening days and hours. The facility will be supplied by the event organizer with the external image & look design of the event and will include N.1 desk & stool, electrical power. The Sponsor has the right to customize the internal area at its own cost. The use of the facilities has to be confirmed by the Sponsor within the 30th of March 2024.

ADVERTISING

- N. 1 Sponsor’s promotional video* on the screens at the Paddock/Village and/or Start/Finish line [* repetitions proportionate to the total number of sponsors and their level]
- N. 1 editorial + N. 1 advertising single page in the “1000 Miglia” Official Guide, in prominent position
- N. 1 advertising double page in the “1000 Miglia” Yearbook
- right to create ads featuring approved event imagery and to promote these as part of a paid media campaign on third party websites (all details to be provided by sponsor beforehand)

DIRECT MARKETING

- right to include promo/communication material or gift (subject to approval by 1000 Miglia) in the participants’ “welcome-bag”
- right to send minimum 03 e-newsletters to the database of 1000 Miglia’s participants and News’ subscribers via the 1000 Miglia e-mailing system, announcing the partnership and/or promoting events/services organised by the partner [*scheduling will be defined by 1000 Miglia according to the final number of the sponsor entitled this right and the editorial plan]

PRESS & COMMUNICATION

- right to use the 1000 Miglia figurative trademark (Red Arrow) for corporate communication purposes (not product communication)
- right to use the “event edition” logo for corporate communication purposes (not product communication)
- Sponsor’s press release (1 page front & back) inside the 1000 Miglia on/off-line press kit prepared for the Conferences
- N. 1 promotional news for the Sponsor published* on 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]

- right to share a communication plan including but not limited to emails, newsletters, social media and web to be implemented through the main channels (on-line and off-line). The communication plan will be shared between the parties at the latest by the 12 of April 2024.
- right to enter into a media partnership with a news / lifestyle print or online outlet upon 1000 Miglia approval
- right to organize a corporate press conference or event with the participation of 1000 Miglia's representatives

PUBLISHING PROJECTS

- N. 5 copies of the "1000 Miglia" Official Guide
- N. 5 copies of the "1000 Miglia" Yearbook

SOCIAL MEDIA

- right to post on Sponsor's owned social media channels (including but not limited to LinkedIn / Instagram), documenting the various races and events in the form of videos, pictures and news posts, upon 1000 Miglia approval

DATA SHARING

- right to use the data and information from 1000 Miglia databases and archives in compliance with Privacy regulation and policies
- right to market the audiences identified through 1000 Miglia channels in compliance with Privacy regulation and policies

PUBLIC RELATIONS & CEREMONIES

- N. 2 "Sponsor" stickers for the admission of two company cars (modern vehicles and not classic/historic) in the 1000 Miglia convoy for public relations purposes
- N. 10 "Sponsor" passes to access the event areas (ex. Paddock, Village, lunches and dinners along the route, Awarding Ceremony)
- N. 50 invitations to access the "1000 Miglia Village" + "1000 Miglia Paddock" during the opening days and hours to be managed by the sponsor
- N. 50 invitations to access the Start/Arrival lounges in Brescia
- up to a maximum of N. 6 invitations to the Awarding Ceremony and the Closing Party in Brescia (if confirmed in the final event program)
- N. 10 Invitations* to the lunch-breaks along the route including the lunch at the Mille Miglia Museum in Brescia before the race's starting
[* lunches are to be pre-booked before the race start; please note that each invitation gives right to one lunch break only]
- N. 10 invitations to the "1000 Miglia Day" * (if confirmed in the final event program) including the right 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 the 2024 event and will be communicated to the Sponsor in advance.

SPECIAL ACTIVATIONS

- right to establish a specific Trophy/Prize in the name of the Sponsor, to be delivered on an official occasion of the event program, to be agreed with the event Organizer and subject to feasibility
- right to host and organize a networking dinner before the Race start at Sponsor's own costs
- right to sponsor a race lunch/dinner at Sponsor's own costs
- right to be involved in networking activities during exclusive events organized by 1000 Miglia worldwide
- right of first refusal on new sports events organized by 1000 Miglia in relevant markets
- right to support special projects in the fields of art, design, etc. to be agreed between the parties
- right to subscribe the "Guest Car" formula according to the Special Race Regulations

SPONSOR RESERVED REDUCTIONS - Chart A

5.0% reduction on the 'additional services' fees purchased at the latest by the 10th of May 2024.

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 2024
“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.

GLOBAL BANKING & FINANCE PARTNER
MARKETING RIGHTS & BENEFIT
1000 MIGLIA GREEN – 2024 EDITION**PARTICIPATION IN THE RACE**

- admission of N. 2 full-electric cars* belonging to the categories specified in the Special Race Regulations upon registration on the official web portal and payment of the separate entry fee
[* the car will be reported as “sponsor car” in the official race’s starting list and final classification; it can be identified with a decal as mentioned in the Specific Race Regulations]
- back-office assistance by dedicated staff for any fulfillment related to cars and crews’ registration until the starting of the race
- dedicated lane and time slot for the administrative check of the sponsor’s car & crews

ON-SITE PRESENCE AT THE “1000 MIGLIA PADDOCK”

- exhibition space for the registered car/s including basic equipment (moquette, desk & stool, backdrop, etc.) at the “1000 Miglia Paddock” (a dedicated area will be reserved to the 1000 Miglia Green during the opening days and hours as per the event program)

HOSPITALITY

- hotel pre-check-in for the N. 2 Sponsor’s crews at the race’s city stages, subject to the Hospitality department’s policy

VISIBILITY

- Sponsor’s brand exposure - in prominent 2nd level placement position proportionally to the other sponsor’s levels (i.e. in second position in the hierarchy after chief sponsor)– on:
 - event website or dedicated page on the 1000 Miglia website
 - staging & fittings
 - back cover of the Road-books
 - recognition page of all sponsor inside the “1000 Miglia” Official Guide
 - identifier stickers of the competing cars and the technical Convoy cars
 - event & race badges/passess, where available

ADVERTISING

- N. 1 promotional video of the Sponsor, focused on the topic of sustainable mobility, to be played* on the screens at the Paddock or different location chosen by the event organizer
[* repetitions will be defined in proportion to the total number of the sponsor and their level]
- N. 1 Sponsor’s advertising page or editorial, focused on the topic of sustainable mobility, in the specific section dedicated to the 1000 Miglia Green in the “1000 Miglia” Official Guide

- right to create ads featuring approved event imagery and to promote these as part of a paid media campaign on third party websites (all details to be provided by sponsor beforehand)

PRESS & COMMUNICATION

- use of the event logo for general corporate communication purposes (not for product promotion)
- company presentation (1500 characters) in the sponsors' 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* in the specific section of the website dedicated to the event, TBC [* 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]
- right to share a communication plan including but not limited to emails, newsletters, social media and web to be implemented through the main channels (on-line and off-line). The communication plan will be shared between the parties at the latest by the 12 of April 2024.

SOCIAL MEDIA

- right to post on Sponsor's owned social media channels (including but not limited to LinkedIn / Instagram), documenting the various races and events in the form of videos, pictures and news posts.

DATA SHARING

- right to use the data and information from 1000 Miglia databases and archives in compliance with Privacy regulation and policies
- right to market the audiences identified through 1000 Miglia channels in compliance with Privacy regulation and policies

PUBLIC RELATIONS & CERIMONIES

- N. 2 "Sponsor" car stickers for the admission of company cars (electric or hybrid) in the *1000 Miglia Green* convoy
- N. 4 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 Village" + "1000 Miglia Paddock" 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* to the lunch-breaks along the route including the lunch at the 1000 Miglia Museum in Brescia before the race's starting [* lunches are to be pre-booked before the race start; please note that each invitation gives right to one lunch break only]

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.

PARTICIPATION IN THE “GREEN TALK”

- right to attend the “Green Talk” with a company’s representative delivering a speech within the relevant section of the debate, subject to agreement with 1000 Miglia
- right to include a factsheet about the company’s activities related to sustainable mobility in the “Green Report” distributed to all the event’s stakeholders and published on the relevant webpage of the 1000 Miglia website
- brand exposure on the sponsors’ recognition page in the “Green Report”

GLOBAL BANKING & FINANCE PARTNER MARKETING RIGHTS & BENEFIT SORRENTO ROADS BY 1000 MIGLIA – 2024 EDITION

PARTICIPATION IN THE RACE

- admission of max. N. 2 eligible cars to the race, upon payment of the official registration fee, according to the Race Regulations
- right to identify the N. 2 cars as a “Sponsor Team” by a dedicated decal according to the technical specifications reported in the Race Regulations
- back-office assistance by dedicated staff for any fulfillment related to the registration of the N. 2 cars and crews of the Sponsor Team until the starting of the race

VISIBILITY

- sponsor’s brand exposure - in prominent 2nd level placement position proportionally to the other sponsor’s levels (i.e. in second position in the hierarchy after chief sponsor) - on:
 - event website or dedicated web-page of the 1000 Miglia website
 - promotional materials (e.g. event program, race’s starting list, backdrop, roll-up, banners, flags, ext.)
 - race documents back cover (e.g. road-book, special race rules, terms of service, ext.)
 - identifier stickers of the competing cars and the technical Convoy cars
 - event & race badges/passes, where available

ADVERTISING

- right to create ads featuring approved event imagery and to promote these as part of a paid media campaign on third party websites (all details to be provided by sponsor beforehand)

DIRECT MARKETING

- right to include promo/communication material or gift (subject to approval by 1000 Miglia) in the participants’ “welcome-bag”
- right to send N. 01 e-newsletter to the database of 1000 Miglia’s participants and News’ subscribers via the internal e-mailing system of the 1000 Miglia announcing the partnership and/or promoting events organised by the partner during the event

COMMUNICATION & PRESS

- use of the Event’s logo for general corporate communication purposes (not product promotion)
- Sponsor’s press release (1 page front & back) in the 1000 Miglia on/off-line press kit

- N. 1 news on behalf of the Sponsor to be published* in the specific section of the 1000 Miglia website (TBC) [*news scheduling will be defined by 1000 Miglia according to the final number of the sponsor and the editorial plan]
- right to share a communication plan including but not limited to emails, newsletters, social media and web to be implemented through the main channels (on-line and off-line). The communication plan will be shared between the parties at the latest one month before the race

SOCIAL MEDIA

- right to post on Sponsor's owned social media channels (including but not limited to LinkedIn/ Instagram), documenting the various races and events in the form of videos, pictures and news posts

DATA SHARING

- right to use the data and information from 1000 Miglia databases and archives in compliance with Privacy regulation and policies
- right to market the audiences identified through 1000 Miglia channels in compliance with Privacy regulation and policies

PUBLIC RELATIONS & CERIMONIES

- N. 2 "Sponsor" car stickers for the admission of a company car (modern vehicle and not classic / historic) in the race's convoy
- N. 2 "Sponsor passes" to access the event's venues and the Awarding Ceremony

SPECIAL ACTIVATIONS

- right to sponsor a race lunch/dinner at Sponsor's own costs
- right to host a networking dinner before the Race start at Sponsor's own costs

GLOBAL BANKING & FINANCE PARTNER
MARKETING RIGHTS & BENEFIT
COPPA DELLE ALPI BY 1000 MIGLIA – 2024 EDITION

PARTICIPATION IN THE RACE

- admission of max. N. 2 cars to the Race according to the categories specified in the Special Race Regulations (SRR) available on www.1000miglia.it (in the section dedicated to the Event), upon payment of the registration entry fee established for the Event
- right to create a "Sponsor Team" including the N. 2 cars registered by the Sponsor and identify them with a specific decal on the body (as per the Specific Race Regulations) and a mention in the official starting list/final classification
- reserved parking lots at the Paddock for the Sponsor Team's cars
- back-office assistance by dedicated staff for any fulfillment related to the registration of the N. 2 cars and crews of the Sponsor Team until the starting of the race
- dedicated lane and time slots for the administrative check upon appointment

HOSPITALITY

- hotel pre-check-in for the N. 2 Sponsor's crews at the race's city stages, subject to the Hospitality department's policy

VISIBILITY

- Sponsor's brand exposure - in prominent 2nd level placement position proportionally to the other sponsor's levels (i.e. in second position in the hierarchy after chief sponsor) - on:
 - 1000 Miglia website: in the dedicated event page and in the Partners' section
 - e-newsletters footer of "Coppa delle Alpi" released during the event days
 - staging & fittings (e.g. backdrop, roll-up, banners, ext.)
 - multisponsor Recognition Page inside the promotional materials (e.g. event program, hospitality guide, ext.)
 - multisponsor Recognition Page on the back cover of the race documents (e.g. Road Book, Service Communication, ext.)
 - identifier stickers of the competing cars and the technical Convoy cars
 - event & race badges/passes, where available

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

ADVERTISING

- N. 1 promotional video of the sponsor to be played* on the screen of the venues to be defined by the Organization
[* repetitions will be defined in proportion to the total number of the sponsor and their level]
- N. 1 advertising page in the hospitality guide
- right to create ads featuring approved event imagery and to promote these as part of a paid media campaign on third party websites (all details to be provided by sponsor beforehand)

DIRECT MARKETING

- right to include promo/communication material or gift (subject to approval) in the "welcome-bag" delivered to the participants after their administrative checks at the Paddock
- right to distribute gifts * to the race participants at the Paddock and/or at the race's start/arrival area of the city stage through hostess/steward
- right to send N. 01 e-newsletter to the database of 1000 Miglia's participants and News' subscribers via the internal e-mailing system of the 1000 Miglia announcing the partnership and/or promoting events organized by the partner during the event [* service at Sponsor's cost and subject to 1000 Miglia approval]

COMMUNICATION & PRESS

- use of the event's logo for general corporate communication purposes (not product promotion)
- company profile (max. 600 characters) on the specific page in the event section on the 1000miglia.it website
- sponsor's press release in the 1000 Miglia on/off-line press kit
- right to share a communication plan including but not limited to emails, newsletters, social media and web to be implemented through the main channels (on-line and off-line). The communication plan will be shared between the parties at the latest by the 29th of March 2024

SOCIAL MEDIA

- right to post on Sponsor's owned social media channels (including but not limited to LinkedIn / Instagram), documenting the various races and events in the form of videos, pictures and news posts.

DATA SHARING

- right to use the data and information from 1000 Miglia databases and archives in compliance with Privacy regulation and policies
- right to market the audiences identified through 1000 Miglia channels in compliance with Privacy regulation and policies

PUBLIC RELATIONS & CEREMONIES

- N. 2 “Sponsor” car stickers for the admission of a company car (modern vehicle and not classic/historic) in the 1000 Miglia Convoy for public relations purposes by the Sponsor
- N. 6 “Sponsor” passes to access the event areas (ex. Paddock, Village, lunches and dinners along the route, Awarding Ceremony)
- N. 6 invitations to the lunches along the route (upon reservation and availability)
- N. 6 invitations to the Awarding Ceremony, including the Closing Dinner

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.

SPECIAL ACTIVATIONS

- right to sponsor a race lunch/dinner at Sponsor’s own costs
- right to host a networking dinner before the Race start at Sponsor’s own costs
- participation in the Race with an opinion leader/financial expert to be involved in the socio-economic activities (best practices recognition and monitoring)
- participation to the final Alps Forum as content provider on relevant topics to be agreed with 1000 Miglia