

Brescia, 19th December 2023

PUBLIC NOTICE CONCERNING EXPRESSIONS OF INTEREST FOR THE SPONSORING OF THE MOTORING EVENT “COPPA DELLE ALPI BY 1000 MIGLIA” – 4th EDITION (YEAR 2024)

1. OBJECT

The 1000 Miglia S.r.l., a subsidiary company of the Automobile Club of Brescia and exclusive licensee of the verbal and figurative “1000 Miglia” brands, intends to search for economic operators interested in becoming “Official Partner” - with no right of industry exclusivity - of the motoring event for historic cars named “Coppa delle Alpi by 1000 Miglia” – 4th edition (hereinafter the “Event”) which is scheduled from **28 April to 04 May 2024** in northern Italy and border countries.

The sponsoring opportunity concerns the category “Race Sponsor”, with no right for the industry exclusivity, according to the marketing rights and benefits referred to in the enclosed factsheet. The minimum fee requested for this opportunity is **€ 25.000,00** (twentyfive-thousand/00) plus VAT for the event edition and duration of the contract until the 31.05.2024.

The economic operators that would like to become a sponsor of the Event are requested to express their interest by using the form attached to this Notice. The form must be duly completed and signed by the legal representative of the company and sent by e-mail by the **18th of January 2024** at **12:00/noon** to the certified email address (PEC) **1000miglia@legalmail.it**.

It should be noted that the mentioned sponsorship offers may be received from economic operators belonging to any product category/industry with the exclusion of the following ones: watch-making, jewelry, glasses, perfumes, pens, loyalty program, tyres, credit institutions and banks, sparkling waters, video-games

2. TERMS AND CONDITIONS

The payment of the sponsorship fee must be set by no later than the 31st of March 2024 upon reception of the related invoice.

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. 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 “Coppa delle Alpi by 1000 Miglia” are available on www.1000miglia.it in the “Events” section.

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

COPPA DELLE ALPI BY 1000 MIGLIA – 4TH EDITION
“RACE SPONSOR”
MARKETING RIGHTS & BENEFIT

GENERAL CONDITIONS

Fee: € 25.000,00 + VAT per event edition

Duration of the contract: until the 31st of May 2024

Industry exclusivity: not included

PARTICIPATION IN THE RACE

- entry fee for N. 1 historic car belonging to the categories specified in the Special Race Regulations (RPG), including the following services:
 - hospitality for the crew members (driver & co-driver) in a double-room in selected Hotels not exceeding 4 stars for a total of 6 nights: Trieste (28/04), Cortina d'Ampezzo (29/04), Seefeld Tyrol (30/04), St. Moritz (01/05), Gstaad (02/05), Courmayeur (03/05);
 - N. 2 invitation at the event opening dinner on 28/04 in Trieste for the crew members;
 - N. 5 light-lunch (one per leg) along the route for the crew members;
 - N. 5 light-dinner (one per leg) in the city stages for the crew members;
 - right to attend the Prize Giving in Courmayeur;
 - right to participate in the final workshop;
 - technical race materials: crew pass, road-book, car sticker, time cards;
 - N. 2 Welcome Bags;
 - right to apply a specific sticker* (10x20 cm.) on the livery of the car indicating the name of the “Race Sponsor” as to be indicated in the starting list and classifications of the race;
[* at own production and cost]
 - back-office assistance by 1000 Miglia dedicated personnel for any fulfillment related to the registration of the car and crew of the Partner until the starting of the race.

[value of the entry fee for the race: € 3,000.00 + VAT]

--- NOTES ---

- 1) The registration of the historic car must be completed by no later than the 25th January, 2024

- 2) N. 1 extra historic car, belonging to the categories specified in the Special Race Regulations (RPG), can be registered by the “Race Sponsor” by no later than the 25th January, 2024 upon the payment of an additional fee of € 3.000,00 + VAT.
- 3) The “Race Sponsor” and/or their participant crews can purchase eventual “Additional Services” which the event Organizer may be able to offer for their hospitality before the starting of the event.

VISIBILITY

- exposure of the Partner’s brand - in proportion to the other partners’ levels - on:
 - 1000 Miglia website: in the dedicated event page and in the Partner’s section;
 - 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.).

Note-1: the above-mentioned materials do not include badges/passes of any type

Note-2: the display of the Partner’s brand is subject to the delivery of logo’s files in the required formats and deadlines

ADVERTISING

- N. 1 promotional video of the Partner to be played* on the screen of the venues to be defined by the Organisation;
[* repetitions will be defined in proportion to the total number of the sponsor and their level]
- N. 1 advertising page inside the Hospitality Guide.

DIRECT MARKETING

- possibility to insert promo/communication material or gadget/gift (subject to approval) into the “Welcome Bag” handed out to the participants after their administrative checks at the Paddock;
- possibility to have hostess/steward* giving out gifts to the race participants at the Paddock and at the race’s start/arrival area of the city stages.
[* service at Partner’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;
- company presentation (max 1500 characters) inside the general sponsor fact-sheet included in the event’s on/off-line press kits prepared for the Conference(s).
- right to set a communication plan in collaboration with 1000 Miglia. The project will be developed through the main institutional online and offline communication channels. The plan must be developed according to 1000 Miglia guidelines and will be subject to approval by 1000 Miglia. The Sponsor is required to share the plan no later than March 22th , 2024

PUBLIC RELATIONS & CEREMONIES

- N. 1 specific car sticker (naming TBD) for the admission of a company car (modern vehicle and not classic/historic) in the 1000 Miglia Convoy for public relations purposes along the route
- N. 2 invitations for Sponsor's corporate representatives valid for:
 - the event opening lunch on 28/04 in Trieste;
 - the 5 light-lunches along the route (one per leg);
 - the event closing dinner including the Prize Giving on 03/05 in Courmayeur.

Note: 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.