

Brescia, December 18th 2023

PUBLIC NOTICE CONCERNING EXPRESSIONS OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA”

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 “Race Sponsor” of the **1000 Miglia** (hereinafter the “Event”).

The sponsorship opportunities concern the following 3 different categories, with no right for the industry exclusivity, according to the marketing rights and benefits referred to in the enclosed factsheets:

- **RACE MAIN SPONSOR 2024 and 2025**: for the 2024 and 2025 edition of the Event with minimum fee of € 130.000,00 (one-hundred-thirty-thousand/00) plus VAT for each edition and duration of the contract until the 30.06.2025;
- **RACE PASSION SPONSOR 2024**: for the 2024 edition of the Event with minimum fee of € 60.000,00 (sixty-thousand/00) plus VAT and duration of the contract until the 30.06.2024;
- **RACE FRIEND SPONSOR 2024**: for the 2024 edition of the Event with minimum fee of € 35.000,00 (thirty-five-thousand/00) plus VAT and duration of the contract until the 30.06.2024.

The economic operators which would like to sponsor the Event are requested to express their interest by completing the form attached to this Notice and specifying the reference category and any optional rights requested. The form must be duly completed and signed by the legal representative of the company and sent by e-mail by **January, 17th 2024 at 12:00/noon** to the certified email address (PEC) **1000miglia@legalmail.it**.

It should be noted that the aforementioned 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, banks and credit institutions, car manufacturers, rental cars, loyalty program, wines, tyres, video-games.

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 sponsorship fee for the 2024 edition of the Event must be paid as per the following deadlines:

- 50% at the signing of the contract and not later than the 31st January, 2024
- 50% by no later than the 30th April, 2024

For subsequent editions, the sponsorship amount must be paid at the following deadlines:

- 50% by no later than the 31st January of each year;
- 50% by no later than the 30th April of each year.

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

Only for the category “Race Main Sponsor” interested economic operators will be able to request the sponsorship of the 2026 edition of the Event marking the specific option in the form attached to this Notice. The contract will expire on the 30th of June 2026.

Only for the categories “Race Passion Sponsor” and “Race Friend Sponsor” interested economic operators will be able to request the sponsorship of the 2025 edition of the Event marking the specific option in the form attached to this Notice. The contract will expire on the 30th of June 2025.

In any case, the sponsorship fee of each optioned edition will be equal to that corresponding to the sponsorship category of the 2024 edition or higher category, if an upgrade will be requested by the economic operator for the subsequent editions.

4. GENERAL PROVISIONS

All the economic operators which will be awarded one of the above-mentioned sponsorship categories 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.

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 2024 AND 2025 RACE MAIN SPONSOR MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: Euro 130.000,00 (+ VAT if applicable) per event edition

Duration of the contract: June 30th 2025

Use of the "1000 Miglia" trademark (Red Arrow) for general corporate communication purposes: included

Use of the "event edition" logo for general corporate communication purposes: included

Industry exclusivity: not included

PARTICIPATION IN THE RACE

- admission of max. N. 4 eligible classic cars* in the Race provided with the Registro 1000 Miglia (www.registro1000miglia.it/home-eng) upon payment of the separate registration entry fee (Basic - Silver - Gold, as the participants's choice) according to the Special Race Regulations available on the 1000 Miglia website (www.1000miglia.it/en)
[* 50% of the cars must be of a different model from the rest of the cars]
- 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 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 N. 4 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. 4 crews inside a dedicated area in the Paddock, on appointment
- reserved and delimited parking area in the Paddock for the only use of the Sponsor Team's N. 4 cars to be managed by the Sponsor for public relation purposes; it includes a flag and welcome desk with stool

HOSPITALITY

- hotel pre-check-in for the N. 4 crews' members of the Sponsor at the race's city stages subject to the Hospitality department's policy
- reserved reduction for the Sponsor on the fees for "additional services" for the crews of the "Sponsor Team" and/or the Sponsor's personnel, as described in the Chart A below, subject to availability of the service

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* (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.)
- multisponsor Recognition Page inside the official publishing projects: Official Guide and Yearbook
- multisponsor Recognition Page on the back cover of the race documents (Road Book of each Leg, Service Road Book, cts file, service regulations, Gaburri Trophy)
- identifier rectangular sticker of the technical and staff cars of the Convoy

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

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

ON-SITE PRESENCE AT THE "1000 MIGLIA VILLAGE"

- availability of N. 1 facility* (min. 25 max. 30 m²) at the Brescia's central Piazza della Vittoria for product/service display and/or public relation purposes during the opening days and hours; up to N. 10 Staff badges will be available for the personnel operating therein. Accreditations will be issued according to the Accreditation Policy
[* the facility 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. Any waiver of the use of the facility must be communicated by the Sponsor no later than April 12th, 2024; such waiver will not result in any revision of the sponsorship fee. In case of late communication, the Organisation reserves the right to debit the Sponsor with a penalty in case of non-reassignment of the space].

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 be defined in proportion to the total number of the sponsor and their level]
- N. 1 advertising page of the Sponsor inside the "1000 Miglia" Official Guide

DIRECT MARKETING

- possibility to insert promo/communication material or gadget (subject to approval) in to the "welcome-bag" handed out to the participants after their administrative checks at the "1000 Miglia Paddock"
- possibility to have hostess/steward* giving out gifts to the race participants at the "1000 Miglia Village"
[* service at Sponsor's cost and subject to approval]

PRESS & COMMUNICATION

- company profile (max. 600 characters) on the specific page 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

- news presenting the Sponsor's partnership in the dedicated section on the 1000miglia.it website, according to the 1000 Miglia editorial plan.
- possibility to organize a 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
- 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 April 12th, 2024

PUBLIC RELATIONS & CEREMONIES

- N. 2 "Sponsor" car stickers for the admission of N. 2 company cars (modern vehicles and not classic/historic) in the 1000 Miglia Convoy for public relations purposes by the Sponsor
- N. 4 invitations for Sponsor's corporate representatives to access the Paddock, Village, lunches and dinners along the route, Closing Party and Awarding Ceremony
- N. 25 invitations to access the "1000 Miglia Village" + "1000 Miglia Paddock" 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 to the "1000 Miglia Day" *(if confirmed in the final event program) including the possibility to deliver a speech by a sponsor's representative [*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.

PUBLISHING PROJECTS

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

OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2024 edition)

- possibility to subscribe to the "Guest Car" formula as per the descriptive card attached
Fee: € 12.500,00 + VAT (basic option)
- possibility to request* an additional facility at the "1000 Miglia Village"
[* the request shall be submitted to the event organizer N. 8 weeks prior the starting of the event and the will be accepted upon availability of the facility]
Fee: € 10.000,00 + VAT

- possibility to request the interior set-up of the exhibition module at the “1000 Miglia Village” on based on a shared project

Fee: on request

- possibility to request * N.1 exhibition space (starting from 25 m²) at the “1000 Miglia Paddock”
[* request to be submitted to 1000 Miglia N. 8 weeks prior the starting of the Event and will be confirmed subject to the availability of the space]

Fee: on request

- possibility to request the interior set-up of the exhibition module at the “1000 Miglia Paddock” on based on a shared project

Fee: on request

- possibility to agree on a package or specific service* of additional visibility, with **extra fees** to be agreed separately, in the setting and scope of:
 - Lunch and Dinner locations along the route
 - “Time controls” or “Passage controls” for leg
 - Time trials for leg
 - Special Projects

[* packages and services will depend on their actual availability at the time of the request]

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

Fee: on request

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

RACE PASSION SPONSOR

MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: Euro 60.000,00 (+ VAT if applicable) per event edition

Duration of the contract: 30th June, 2024

Use of the "event edition" logo for corporate communication purposes: included

Use of the "1000 Miglia" trademark (Red Arrow) for corporate communication purposes: not included

Industry exclusivity: not included

PARTICIPATION IN THE RACE

- admission of max. N. 2 eligible classic cars in the Race provided with the Registro 1000 Miglia Certificate (www.registro1000miglia.it/home-eng) upon payment of the separate registration entry fee (Basic - Silver - Gold, as the participants's choice) according to the Special Race Regulations available on the 1000 Miglia website (www.1000miglia.it)
- possibility to create a Sponsor Team including the N. 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 N. 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 N. 2 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. 2 crews inside a dedicated area in the Paddock, on appointment

HOSPITALITY

- hotel pre-check-in for the N. 2 crew's members of the Sponsor at the race's city stages subject to the Hospitality department's policy
- reserved reduction for the Sponsor on the fees for "additional services" for the crews of the "Sponsor Team" and/or the Sponsor's personnel, as described in the Chart A below, subject to availability of the service

VISIBILITY

- sponsor's brand exposure - in proportion to the other sponsorship levels - on:
 - 1000 Miglia official website: event's Partner section
 - staging & fittings* (e.g. covering, backdrop, roll-up, banners, ext.)
[* excluding the ramp at the starting/finish area in Brescia and Roma]
 - promotional materials (e.g. event program, race's starting list, ext.)

- multisponsor Recognition Page inside the official publishing projects: Official Guide and Yearbook
- multisponsor Recognition Page on the back cover of the race documents (Road Book of each Leg, Service Road Book, cts file, service regulations, Gaburri Trophy)

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

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 advertising page of the Sponsor inside the "1000 Miglia" Official Guide

DIRECT MARKETING

- possibility to have hostess/steward* giving out gifts to the race participants at the "1000 Miglia Village"
[* service at Sponsor's cost and subject to approval]

PRESS & COMMUNICATION

- company profile (max. 600 characters) on the specific page in the event section on the 1000miglia.it/en 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
- 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 April 12th, 2024

PUBLIC RELATIONS & CEREMONIES

- N. 1 "Sponsor" car sticker 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. 2 invitations for Sponsor's corporate representatives to access the Paddock, Village, lunches and dinners along the route, Closing Party and Awarding Ceremony
- N. 10 invitations to access the "1000 Miglia Village" + "1000 Miglia Paddock" 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 the 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)
[*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.

PUBLISHING PROJECTS

- N. 3 copies of "1000 Miglia Official Guide"
- N. 3 copies of "Yearbook 1000 Miglia"

OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2024 edition)

- possibility to subscribe to the "Guest Car" formula as per the descriptive card attached
Fee: € 12.500,00 + VAT (basic option)
- possibility to request N.1 facility* (min. 25 max 30 m²) at the "1000 Miglia Village" , Piazza della Vittoria in Brescia for product/service exhibition and/or public relations initiatives during opening days and hours, including up to a maximum of N. 10 accreditations for staff issued according to the Accreditation policy .
[* the facility 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. Request to be submitted to 1000 Miglia N. 8 weeks prior the starting of the Event and will be confirmed subject to the availability of the space]
Fee: € 20.000,00 + VAT
- possibility to request the interior set-up of the exhibition module at the "1000 Miglia Village" on based on a shared project
Fee: on request
- possibility to agree on a package or specific service* of additional visibility, with **extra fees** to be agreed separately, in the setting and scope of:
 - Lunch and Dinner locations along the route
 - "Time controls" or "Passage controls" for leg
 - Time trials for leg
 - Special Projects
[* packages and services will depend on their actual availability at the time of the request]
- right to purchase one or more packages of additional Invitations for the main locations of the event:
Fee: on request

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

RACE FRIEND SPONSOR

MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

Fee: Euro 35.000,00 (+ VAT if applicable) per event edition

Duration of the contract: 30th June, 2024

Use of the "event edition" logo for corporate communication purposes: included

Use of the "1000 Miglia" trademark (Red Arrow) for corporate communication purposes: not included

Industry exclusivity: not included

PARTICIPATION IN THE RACE

- admission of max. N.1 eligible classic cars* in the Race provided with the Registro 1000 Miglia Certificate (www.registro1000miglia.it/home-eng) upon payment of the separate registration entry fee (Basic - Silver - Gold, as the participants's choice) according to the Special Race Regulations available on the 1000 Miglia website (www.1000miglia.it)
- possibility to identify the Sponsor's car with a specific decal on its body as specified in the Special Race Regulations and have it reported in the list of accepted cars, in the official race's starting list and final classification
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the car and crew of the Sponsor Team until the starting of the race
- possibility to fulfil the administrative check of the crew's members of the Sponsor inside a dedicated area in the Paddock, on appointment

HOSPITALITY

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

VISIBILITY

- sponsor's brand exposure - in proportion to the other sponsorship levels - on:
 - 1000 Miglia official website: event's Partner section
 - staging & fittings* (e.g. covering, backdrop, roll-up, banners, ext.)
[* excluding the ramp at the starting/finish area in Brescia and Roma]
 - promotional materials (e.g. event program, race's starting list, ext.)

- multisponsor Recognition Page inside the official publishing projects: Official Guide and Yearbook
- multisponsor Recognition Page on the back cover of the race documents (Road Book of each Leg, Service Road Book, cts file, service regulations, Gaburri Trophy)

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

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 advertising page of the Sponsor inside the "1000 Miglia" Official Guide

DIRECT MARKETING

- possibility to have hostess/steward* giving out gifts to the race participants at the "1000 Miglia Village"
[* service at Sponsor's cost and subject to approval]

PRESS & COMMUNICATION

- company profile (max. 600 characters) on the specific page in the event section on the 1000miglia.it/en 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
- 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 April 12th, 2024

PUBLIC RELATIONS & CEREMONIES

- N. 1 "Sponsor" car sticker 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. 2 invitations for Sponsor's corporate representatives to access the Paddock, Village, lunches and dinners along the route, Closing Party and Awarding Ceremony
- N. 5 invitations to access the "1000 Miglia Village" + "1000 Miglia Paddock" 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 the sponsor
- N. 2 invitations to the "1000 Miglia Day" * (if confirmed in the final event program) [*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.

PUBLISHING PROJECTS

- N. 2 copies of "1000 Miglia Official Guide"
- N. 2 copies of "Yearbook 1000 Miglia"

OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2024 edition)

- possibility to subscribe to the "Guest Car" formula as per the descriptive card attached
Fee: € 12.500,00 + VAT (basic option)
- possibility to agree on a package or specific service* of additional visibility, with extra fees to be agreed separately, in the setting and scope of:
 - Lunch and Dinner locations along the route
 - "Time controls" or "Passage controls" for leg
 - Time trials for leg
 - Special projects

[* packages and services will depend on their actual availability at the time of the request]
- right to purchase one or more packages of additional Invitations for the main locations of the event:

Fee: on request

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 “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.