

## REMISSION IN TERM

Brescia 4<sup>th</sup> March 2024

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE PARTICIPATION IN  
THE MOTORING EVENT  
“1000 MIGLIA GREEN” - 2024 EDITION  
AS “RACING SPONSOR”**

[www.1000migliagreen.it](http://www.1000migliagreen.it)

---

Within the scope of the **2024 edition** of the motoring event named **1000 Miglia Green** (hereinafter the “Event”) which is a regularity race reserved to full-electric cars - including Hypercar and Supercar - scheduled on **11-15 June 2024** on the same occasion and route of the 1000 Miglia regularity race for classic cars, the 1000 Miglia S.r.l. being it 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 designated, without request of exclusivity right, as “**Racing Sponsor**” valued the minimum fee of **€ 30.000,00 (thirty-thousand/00) + VAT**.

This opportunity is addressed to companies, including automotive brands and car manufacturers, wishing to associate their name to a unique and exclusive driving event promoted by a historic motor racing brand recognized worldwide.

The participation as “**Racing Sponsor**” will result in the granting of the marketing rights and benefits reported in the enclosed chart below and it is subject to the terms and conditions set out in the Specific Race Regulations published on the [1000miglia.it](http://1000miglia.it) website in the section dedicated to the event.

The operators wishing to participate in the Event are invited to express their interest by sending the attached application form duly signed by the company’s legal representative (a scanned copy of his/her Identity Card shall be enclosed) to the e-mail address [1000miglia@legalmail.it](mailto:1000miglia@legalmail.it) by no later than 26<sup>th</sup>, March 2024 at 12:00/noon.

The requested fee will be due, upon receipt of the relevant invoice, upon signature of the Agreement of Participation and in any case no later than the **30<sup>th</sup> of May 2024**.

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, loyalty program, tyres, banks and credit institutions.

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.

This research does not constitute an offer to the public but a mere invitation to offer and does not bind 1000 Miglia to stipulate the Agreement.

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).

1000 Miglia S.r.l. reserves the right, at its sole discretion, not to confirm the participation for reasons relating to the protection of the values and image of the 1000 Miglia brand.

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

## 1000 MIGLIA GREEN 2024

### RACING SPONSOR

#### MARKETING RIGHTS & BENEFITS

#### GENERAL CONDITIONS

---

- Designation: Racing Sponsor
- Fee: € 30,000.00 (thirty-thousand /00) + VAT
- Duration of the contract: from signature until the 30th of June 2024
- Industry exclusivity: not included

#### PARTICIPATION IN THE RACE

---

- Entry fee for n. 1 full-electric car belonging to the categories specified in the Special Race Regulations, including the following services:
  - hospitality for two persons (driver & co-driver) in two single rooms in Hotel not exceeding 4\* for a total of 4 nights: *Torino (11/06), Viareggio (12/06), Roma (13/06), Bologna (14/06)*
  - n. 4 light-lunch along the route for the driver & co-driver, including the lunch in Brescia before the starting of the race
  - n. 4 light-dinner in the city stages for the driver & co-driver
  - access to the Paddock for driver & co-driver and n.2 technical staff
  - access to the Closing Lunch and Prize-giving Ceremony in Brescia for driver & co-driver
  - technical race materials: crew pass, road-book, car sticker, time cards
  - n. 2 Welcome Bags
  - reserved parking space inside the “1000 Miglia Paddock” in the area dedicated to the 1000 Miglia Green during the opening days and hours as per the event program\*; the space will be equipped with moquette, desk, stool, backdrop, car stand
  - [\* the Paddock will be open on Sunday 09/06 and Monday 10/06 from 10:00 to 19:00 hrs]
  - possibility to apply a specific sticker (10x20 cm.) on the livery of the car indicating the name of the “Racing Sponsor” (at own production and cost)

[value of the entry fee for the race: € 12,500.00 + VAT]

## VISIBILITY

---

- brand exposure - in proportion to other levels of sponsorship and partnership- on:
  - event's presentation page of the *1000miglia.it* website
  - staging & fittings dedicated to the event
  - multisponsor page on the back cover of the Road Book and Green Report
  - multisponsor page inside the "1000 Miglia Official Guide"
  - identifier stickers of the service/staff cars of the technical convoy

## ADVERTISING

---

- N. 1 promotional video of the Sponsor to be played\* on the screen set up at the "1000 Miglia Paddock" or other location chosen by the event organiser  
[\* number of repetitions in proportion to the total number of parties entitled the same benefit]
- N. 1 advertising page in the section dedicated to the 1000 Miglia Green of the "1000 Miglia Official Guide"

## PRESS & COMMUNICATION

---

- right to use the "1000 Miglia Green" name and logo for corporate communication purposes (not for product promotion)
- corporate presentation (1500 characters) in the factsheet dedicated to the event's sponsors & partner, included in the on/off-line press kit of the 1000 Miglia prepared for the Press Conference
- N. 1 news dedicated to the sponsorship published on the relevant section of the *1000miglia.it* website  
[\* scheduling of the news will be defined by 1000 Miglia according to the final number of the sponsor entitled the same benefit compared with the general 1000 Miglia editorial plan]
- 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 (full-electric or hybrid vehicle) 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 Lunch and Awarding Ceremony
- N. 4 invitations to the "1000 Miglia Paddock" + "1000 Miglia Village" during the opening days and hours
- N. 4 invitations to the Closing Lunch and Awarding Ceremony in Brescia

**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 event and communicated to the Sponsor prior notice .

[value of the marketing & communication benefits: € 17,500.00 + VAT]

## OPTIONAL BENEFIT

### COURTESY CAR

[Reserved only to the car manufacturers]

---

- possibility for the Sponsor to supply - at no cost for the 1000 Miglia - N. 2 full-electric or hybrid cars (segment C and/or D or superior) as service vehicles for the race's technical convoy for a duration of 10 days prior and during the 1000 Miglia Green event. The supply shall include full insurance coverage (third party and full Kasko) and free Brescia delivery.

### PARTICIPATION IN THE "GREEN TALK"

[Subject to extra fee and upon presentation of a specific project]

---

- possibility to attend the "Green Talk" with a company's representative delivering a speech within the relevant section of the debate
- possibility to insert a factsheet about the company's activities in the sector of sustainable mobility inside the publication "Green Report" distributed to all the event's stakeholders and published on the relevant webpage of the *1000miglia.it* website
- brand exposure - in proportion to other categories - on the sponsors' recognition page inside the "Green Report"

Fee: € 5.000,00 + VAT