

Brescia, 01st August 2024

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE EVENT “1000 MIGLIA WARM UP USA”

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” - 2024 edition - to be held from the 22nd to the 27th October 2024 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:

- RACE MAIN SPONSOR - 2024 and 2025: for the 2024 and 2025 edition of the Event with minimum fee of € 35.000,00 (thirty-five thousand) plus VAT for each edition and duration of the contract until the 30.11.2025;
- RACE PASSION SPONSOR - 2024: for the 2024 edition of the Event with minimum fee of € 15.000,00 (fifteen thousand/00) plus VAT and duration of the contract until the 30.11.2024;
- RACE FRIEND SPONSOR - 2024: for the 2024 edition of the Event with minimum fee of € 10.000,00 (ten thousand /00) plus VAT and duration of the contract until the 30.11.2024;
- OFFICIAL SUPPLIER - 2024: for the 2024 edition of the Event with minimum fee of € 5.000,00 (five thousand/00) plus VAT and duration of the contract until the 30.11.2024;
- THANKS TO - 2024: for the 2024 edition of the Event with minimum fee of € 2.500,00 (two thousand five hundred/00) plus VAT and duration of the contract until the 30.11.2024.

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 13th September 2024 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.

In addition, 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 2024.

For the following editions, the sponsorship amount is to be paid in a one time payment at the signing of the contract and no later than the 30th September 2025.

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

For the category “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 November 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 November 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

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
2024 AND 2025 EDITION
MAIN SPONSOR
MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 35.000,00 + VAT

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

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

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 (by way of example but not limited to: event program, race's starting list, ext.)
 - race materials (by way of example but not limited to: 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 inside one of the official editorial projects eventually produced

Note: visibility 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

P.R. & CEREMONIES

- No. 2 full access invitations for sponsor corporate representatives/guests (included the awarding ceremony).
- No. 6 Closing Dinner and prize-giving ceremony invitations
- Opportunity to accredit No. 1 company 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.
- Opportunity to accredit No. 1 "Sponsor Crew" 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 for the Sponsor to brand a special Trophy Prize

1000 MIGLIA WARM UP USA - 2024 EDITION

PASSION SPONSOR

MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 15.000,00 + VAT

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

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

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 (by way of example but not limited to: event program, race's starting list, ext.)
 - race materials (by way of example but not limited to: Roadbook; Car stickers: Driver, Sponsor, Organization, Guest, Media, Staff, Passes, etc.)
- No. 1 advertising page inside one of the official editorial projects eventually realised

Note: visibility 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. 4 Closing Dinner and prize-giving ceremony invitations
- Opportunity to accredit No. 1 company 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

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 for the Sponsor to brand a special Trophy Prize

1000 MIGLIA WARM UP USA - 2024 EDITION

FRIEND SPONSOR

MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 10.000,00 + VAT

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

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

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 1000 Miglia information e-newsletters during the week of the Event
 - staging & fittings
 - promotional materials (by way of example but not limited to: event program, race's starting list, ext.)
 - race materials (by way of example but not limited to: Roadbook; Car stickers: Driver, Sponsor, Organization, Guest, Media, Staff, Passes, etc.)
- No. 1 advertising page inside one of the official editorial projects eventually realised

Note: visibility 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. 2 Closing Dinner and prize-giving ceremony invitations
- Opportunity to accredit No. 1 company 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.

1000 MIGLIA WARM UP USA - 2024 EDITION
OFFICIAL SUPPLIER
MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 5.000,00 + VAT

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

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

Industry exclusivity: **not included**

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 (by way of example but not limited to: event program, race's starting list, ext.)
- No. 1 advertising half page inside one of the official editorial projects eventually realised

Note: visibility 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. 2 Closing Dinner and prize-giving ceremony invitations

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.

1000 MIGLIA WARM UP USA - 2024 EDITION
THANKS TO
MARKETING RIGHT & BENEFITS

GENERAL CONDITIONS

Fee: Euro 2.500,00 + VAT

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

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

Industry exclusivity: **not included**

P.R. & CEREMONIES

- No. 2 invitations to the race' lunches and dinner for the corporate representatives and/or guests of the Sponsor.

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.