

Brescia, October 4th 2024

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE PARTICIPATION IN
THE MOTORING EVENT
“1000 MIGLIA GREEN” - 2025 EDITION**

www.1000migliagreen.it

In the context of the motoring event called 1000 Miglia Green (hereinafter the “Event”), a regularity race for full electric cars - including Hypercars and Supercars - to be held, for the 2025 edition, from June 17th to 21th, concomitantly as 1000 Miglia, a regularity race for historic cars, tracing the same route, the company 1000 Miglia Srl, owned by the Automobile Club of Brescia, intends to acquire proposals for participation in the abovementioned Event, without the right to exclusive merchandise, for no. 2 different categories, which will grant the rights and benefits set out in the forms attached to this Notice and subject to the terms and conditions set out in the Special Race Regulation published on the 1000miglia.it website, in the section dedicated to the event:

- **RACING MAIN SPONSOR:** with value of € 60,000.00 (sixty thousand/00) plus VAT, contract term at the 30th of June 2025
- **RACING PASSION SPONSOR:** with value of € 30,000.00 (thirty thousand/00) plus VAT for the edition, contract term until at the 30th of June 2025

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 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 by no later than **November 4th, 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 **30th of May 2025**.

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, 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
Mr. Alberto Piantoni

1000 MIGLIA GREEN 2025

RACING MAIN SPONSOR

MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

- Fee: € 60,000.00 (sixty thousand /00) + VAT
- Duration of the contract: from signature until the 30th of June 2025
- Industry exclusivity: not included

PARTICIPATION IN THE RACE

- Entry fee for n. 1 full-electric car listed in 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: *Bologna (17/06), Roma (18/06), Cervia (19/06), Parma (20/06)*
 - 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 15/06 and Monday 16/06 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 Main Sponsor” (at own production and cost)

[value of the entry fee of 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"

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 "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, 2025; 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].

PARTICIPATION IN THE "GREEN TALK"

- 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"

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"
- N. 1 advertising page in the "1000 Miglia Yearbook"

PRESS & COMMUNICATION

- right to use the “1000 Miglia Green” trademark for corporate (non-product) communication purposes
- 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
- 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, 2025
- activities to be agreed within 1000 Miglia's official social channels (for example only: partnership presentation post, interview with a corporate representative/brand ambassador about the value of the partnership, reel or video clip, sharing of partner's posts, etc.). Sponsor's proposed content must be approved by 1000 Miglia Srl, which will then proceed with the publication according to the editorial plan
- right to receive a photo report dedicated to the brand and/or product and/or exhibition space. The service will be realized by 1000 Miglia Srl; the material will be produced during the event and shared at its end.

PUBLIC RELATIONS & CEREMONIES

- N. 2 “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 Party and Awarding Ceremony
- N. 10 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. 2 invitations to the Awarding Ceremony and the Closing Lunch 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 the “1000 Miglia Official Guide”
- N. 3 copies of the “Yearbook 1000 Miglia”

[value of the Communication and Marketing assets: € 47.500,00 + VAT]

OPTIONAL BENEFITS

COURTESY CAR

[Benefit reserved for Car Manufacturers and Car Rental companies only]

- possibility of supplying, at no charge to 1000 Miglia, up to No. 2 electric and/or hybrid cars - having the function of service cars in use by the Organization -(C and/or D segment or higher), with full insurance coverage (RC and total Kasko), ex-Brescia, for 10 days close to the 1000 Miglia Green event having the function of service cars in use by the Organization

EXTRA BENEFITS UPON REQUEST

- 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: on request

- 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 at the “1000 Miglia Paddock”
[* 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: 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

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

Fee: on request

1000 MIGLIA GREEN 2025

RACING PASSION SPONSOR

MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

- Fee: € 30,000.00 (thirty thousand/00) + VAT
- Duration of the contract: from signature until the 30th of June 2025
- Industry exclusivity: not included

PARTICIPATION IN THE RACE

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 - n. 2 Welcome Bags
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 - [* the Paddock will be open on Sunday 15/06 and Monday 16/06 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 Main 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"

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

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- N. 4 invitations to access the "1000 Miglia Village" + "1000 Miglia Paddock" during the opening days and hours

- N. 4 invitations to the Awarding Ceremony and the Closing Lunch 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. 1 copy of the "1000 Miglia Official Guide"
- N. 1 copy of the "Yearbook 1000 Miglia"

[value of the Communication and Marketing assets: € 17.500,00 + VAT]

OPTIONAL BENEFITS

COURTESY CAR

[Benefit reserved for Car Manufacturers and Car Rental companies only]

- possibility of supplying, at no charge to 1000 Miglia, up to No. 2 electric and/or hybrid cars - having the function of service cars in use by the Organization -(C and/or D segment or higher), with full insurance coverage (RC and total Kasko), ex-Brescia, for 10 days close to the 1000 Miglia Green event having the function of service cars in use by the Organization

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