

Brescia, 19TH November 2024

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENTS “1000 MIGLIA”, “COPPA DELLE ALPI BY 1000 MIGLIA”, “1000 MIGLIA EXPERIENCE ITALY” – EDITIONS 2025, 2026, 2027 – IN THE CATEGORY “PREMIUM SPONSOR”.

1. OBJECT

1000 Miglia S.r.l., a subsidiary company of the Automobile Club of Brescia and exclusive licensee of the “1000 Miglia” trademarks, intends to search **companies and organizations** which are interested in **sponsoring the events named “1000 Miglia”, “Coppa delle Alpi by 1000 Miglia”, “1000 Miglia Experience Italy”** in their 2025, 2026 and 2027 edition (hereinafter the “Events”) in the category “Premium Sponsor”.

This **sponsorship opportunity does not include the right of industry exclusivity** and provides for the marketing rights and benefits listed in the descriptive card enclosed to this Notice.

The **minimum fee required is € 600.000,00** (six-hundred-thousand/00) plus VAT, € 200.00,00 for each edition of the Events.

The duration of the sponsorship contract is until **30.06.2027**.

The economic operators which would like to sponsor the above mentioned Events are kindly requested to express their interest by using the attached application form with the indication of the optional rights eventually requested among those available. The form shall be completed and signed by the Legal Representative of the applicant company and sent to the certified e-mail address (PEC) 1000miglia@legalmail.it by and no later than – **19th December 2024 at 12:00am (noon)**.

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, loyalty program, wines, tyres.

1000 Miglia reserves the right, at its sole discretion, to consider proposals offering:

- for lower fees than those indicated above, specifying the marketing rights and benefits to be waived, as set out in the relevant Annex;
- where part of the proposal consists of goods or services useful for the organisation and promotion of the event; in this case the proposal shall specify the nature of the goods and services offered and their monetary value.

2. TERMS AND CONDITIONS

The sponsorship fee must be paid at the following deadlines:

- for the 2025 edition of the Events
 - € 100.000,00 at the signing of the contract and, in any case, by no later than the 31st January 2025
 - € 100.000,00 by no later than the 30th April 2025
- for the 2026 and 2027 editions of the Events
 - € 100.000,00 by no later than the 31st January of 2026 and 2027
 - € 100.000,00 by no later than the 30th April 2026 2026 and 2027

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 the Italian Code of Public Contracts (Legislative Decree 36/2023).

3. GENERAL PROVISIONS

The economic operators which will be awarded the above-mentioned sponsorship will have the right to request the “Guest Car” formula for the cars competing in the 2025 edition of the race according to the terms and conditions which are described in the related descriptive card enclosed to this Notice. For the 2026 and 2027 edition of the race the terms and conditions of the “Guest Car” formula will be available in the occasion of the opening of the entry process of cars in the mentioned edition(s).

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 are available on the official website www.1000miglia.it.

1000 Miglia S.r.l.
Il Direttore Commerciale
Mr. Fulvio D'Alvia

1000 MIGLIA ED. 2025-2026-2027

PREMIUM SPONSOR

MARKETING RIGHTS & BENEFIT

PARTICIPATION IN THE RACE

- admission of up to N. 6 eligible classic cars* in the Race provided with the Registro 1000 Miglia Certificate (www.registro1000miglia.it/home-eng/) and upon payment of the separate entry fee (*Basic – Silver – Gold, depending on the entrant's choice*) according to the Special Race Regulations (SRR) available on the 1000miglia.it website (in the event section)
[* 50% of the cars must be of a different model from the rest of the cars]
- possibility to create a Sponsor Team including up to N. 6 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. 6 cars can be identified with a specific decal on their body as indicated in the Specific Race Regulations
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 6 cars and crews of the Sponsor Team until the starting of the race
- possibility to fulfil the administrative check of the N. 6 crews in the room dedicated to Sponsor inside the Paddock, on appointment
- reserved and delimited parking space in the Paddock for the only use of the Sponsor Team's N. 6 cars to be managed by the Sponsor; it includes a flag and welcome desk with stool

HOSPITALITY

- hotel pre-check-in for the crews' members of the Sponsor Team at the race's city stages subject to the Hospitality department's policy
- reserved reduction* on the fixed rates of the so-called Additional Services for the purchase of services for the Sponsor Team's crews and Sponsor's personnel/staff through dedicated personnel
[* see Chart "A" enclosed]

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 the 31st of March of each year;

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].

VISIBILITY

- Sponsor's brand exposure - proportionally 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 sent out during the event's week
 - 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.)
 - multi-sponsor Recognition Page inside the official publishing projects: Official Guide and Yearbook
 - multi-sponsor Recognition Page on back cover of the race documents (e.g. road-books, special race regulations, terms of service, ext.)

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 depend on the total number of the sponsor entitled the same benefit and their level]
- N. 1 advertising page inside the "1000 Miglia" Official Guide

DIRECT MARKETING

- insertion of promo/communication material or gadget (subject to approval) into the "welcome-bag" handed out to all the competitors after their administrative checks at the "1000 Miglia Paddock"

COMMUNICATION & PRESS

- use of the "1000 Miglia" trademark (Red Arrow) for general corporate communication purposes (not for product promotion)
- use of the "event edition" logo for general corporate communication purposes (not for product promotion)
- Sponsor's presentation (max. 600 characters) on the specific page in the event section of the *1000miglia.it* website
- news by 1000 Miglia presenting the event sponsorship in the specific section of the *1000miglia.it* website, according to the internal editorial plan. The news is considered a one-time planned, in the first year of the partnership
- company presentation (1500 characters) inside the general sponsor fact-sheet included in the 1000 Miglia on/off-line press kits prepared for the Conferences
- possibility to organize a Sponsor's 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 develop a communication plan in collaboration with 1000 Miglia, to be implemented through the institutional on-line and off-line communication channels. The plan must be developed according to the 1000 Miglia guidelines and will be subject to the approval by the 1000 Miglia. The sponsor is required to share the plan by no later than 15 April of each year.
- activities to be agreed within the 1000 Miglia official social media channels (e.g. partnership presentation post, interview with a corporate representative or brand ambassador about the value of the partnership, corporate reel or video-clip, sharing of partner's posts, ext.)
- right to receive a photo report dedicated to the sponsor's brand and/or product and/or on site presence at the Village or Paddock. The service will be realized by the 1000 Miglia Srl; the material will be produced during the event and shared at its end.

PUBLIC RELATIONS & CEREMONIES

- up to N. 3 "Sponsor" car stickers for the admission of max. N. 3 company cars (modern vehicle and not classic / historic) in the race's Convoy for public relations and media purposes carried out by the Sponsor
- N. 4 invitations for Sponsor's corporate representatives to access the Paddock, Village, lunches - and eventual convivial dinners - along the route, Closing Party, Awarding Ceremony
- N. 20 invitations to access the "1000 Miglia Paddock" plus the "1000 Miglia Village" during the opening days and hours
- N. 6 invitations to see the Start and Finish 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) including the possibility to deliver a speech by a Sponsor's representative
[It is a networking initiative dedicated to the 1000 Miglia's stakeholders which takes place yearly]

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.

PUBLISHING PROJECTS

- N. 6 complimentary copies of the "1000 Miglia Official Guide"
- N. 6 complimentary copies of the "1000 Miglia Yearbook"

OPTIONAL BENEFIT SUBJECT TO EXTRA FEE (valid only for the 2025 edition; TBD for the 2026 & 2027 edition)

- possibility to subscribe to the "Guest Car" Formula as per the Special Race Regulations
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: on request

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

Fee: on request

- possibility to request* N.1 exhibition space at the “1000 Miglia Paddock”
[*request to be submitted to 1000 Miglia N.8 weeks prior the starting of the Event; confirmation will be subject to the availability of the space]

Fee: on request

- possibility to agree on a package or a specific service* for additional visibility in the setting and scope of:
 - Lunch and Dinner location along the route
 - “Time Controls” or “Passage Controls” for leg
 - “Tiem Trials” for leg
 - Special Projects

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

Fee: on request

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

Fee: on request

CHART “A”
RESERVED DISCOUNT FOR SPONSOR
ON “ADDITIONAL SERVICES”
VALID ONLY FOR THE 1000 MIGLIA 2025 EDITION

Reserved reduction of 5.0% on the fees for “Additional Services” purchased through dedicated staff by no later than the 30th of April 2025. 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%

**COPPA DELLE ALPI BY 1000 MIGLIA ED. 2025-
2026-2027**
PREMIUM SPONSOR
MARKETING RIGHTS & BENEFIT

PARTICIPATION IN THE RACE

- admission of up to N. 4 cars in the Race according to the categories specified in the Special Race Regulations (SRR) available on the *1000miglia.it* website, in the event section, upon payment of the separate entry fee (*Basic* or *Gold* depending on the entrant's choice) established for the event
- possibility to create a Sponsor Team including up to N. 4 cars registered by the Sponsor being reported in the official race's starting list and final classification; the cars can be identified with a specific decal on their body as indicated in the Specific Race Regulations
- reserved parking lots within the Paddock area for the cars of the Sponsor Team
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the cars and crews of the Sponsor Team until the starting of the race
- dedicated lane and time slots for the administrative check by appointment for the Sponsor Team's crews

HOSPITALITY

- hotel pre-check-in for the crews' members of the Sponsor Team at the race's city stages subject to the Hospitality Department's policy

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels - on:
 - 1000 Miglia website, in the dedicated event page and in the Partner's section
 - footer of the information e-newsletters of "*Coppa delle Alpi*" released during the event days
 - staging & fittings (e.g. backdrop, roll-up, banners, ext.)
 - multi-sponsor Recognition Page inside the promotional materials (e.g. event program, hospitality guide, ext)
 - multi-sponsor Recognition Page on the back cover of the race documents (e.g. Road Book, Service Communication, ext)

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

ADVERTISING

- N. 1 promotional video of the sponsor to be played* on the screen at the event venue(s) which will be defined by the Organisation [* repetitions will depend on the total number of the sponsor and their level]
- N. 1 advertising page inside the digital 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/Finish area of the city stage
[* service at Sponsor's cost and subject to the 1000 Miglia's 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 Conferences
- news by 1000 Miglia presenting the event sponsorship in the specific section of the *1000miglia.it* website, according to the internal editorial plan. The news is considered a one-time planned, in the first year of the partnership
- right to develop a communication plan in collaboration with 1000 Miglia, to be implemented through the institutional on-line and off-line communication channels. The plan must be developed according to the 1000 Miglia guidelines and will be subject to approval by the 1000 Miglia. The sponsor is required to share the plan by no later than mid-February of each year
- activities to be agreed within the 1000 Miglia official social media channels (e.g. partnership presentation post, interview with a corporate representative or brand ambassador about the value of the partnership, corporate reel or video-clip, sharing of partner's posts, ext.). Sponsor's proposed contents must be approved by 1000 Miglia Srl, which will then proceed with the publication according to its editorial plan
- right to receive a photo report dedicated to the sponsor's brand and/or product. The service will be realized by the 1000 Miglia Srl; the material will be produced during the event and shared at its end.

PUBLIC RELATIONS & CEREMONIES

- up to N. 3 "Sponsor" car sticker for the admission of max. N. 3 company cars (modern vehicle and not classic/historic) in the race's Convoy for public relations and media purposes carried out by the Sponsor
- N. 4 invitations for Sponsor's corporate representatives and/or guests to access the Paddock, lunches - and eventual convivial dinners - along the route, Closing Dinner and Awarding Ceremony

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.

OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2025 edition-, TBD for the 2026 & 2027 edition)

- possibility to agree on a package or specific services* of additional visibility in the setting and scope of:
 - Lunch and convivial 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]

Fee: on request

1000 MIGLIA EXPERIENCE ITALY ED. 2025-2026- 2027

PREMIUM SPONSOR MARKETING RIGHTS & BENEFIT

PARTICIPATION IN THE RACE

- admission of up to N. 2 cars in the Race according to the categories specified in the Special Race Regulations (SRR) available on the 1000miglia.it website, in the event section, upon payment of the separate registration entry fee (*Basic* or *Gold* depending on the participants's choice) established for the Event
- possibility to create a Sponsor Team including up to N. 2 cars registered by the Sponsor being reported in the official race's starting list and final classification; the cars can be identified with a specific decal on its body as indicated in the Specific Race Regulations
- reserved parking lots within the Paddock area for the cars of the Sponsor Team
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the cars and crews of the Sponsor Team until the starting of the race
- dedicated lane and time slots for the administrative check by appointment for the Sponsor Team's crews

HOSPITALITY

- hotel pre-check-in for the crews' members of the Sponsor Team at the race's city stages subject to the Hospitality department's policy

VISIBILITY

- Sponsor's brand exposure - in proportion to the other sponsorship levels - on:
 - 1000 Miglia website, in the dedicated event page and in the Partner's section
 - footer of the information e-newsletters of "Italian Roads" released during the days of the event
 - staging & fittings (e.g. backdrop, roll-up, banners, ext.)
 - multi-sponsor Recognition Page inside the promotional materials (e.g. event program, hospitality guide, ext.)
 - multi-sponsor Recognition Page on the back cover of the race documents (e.g. Road Book, Service Communication, ext.)

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

ADVERTISING

- N. 1 promotional video of the sponsor to be played* on the screen at the venue(s) 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 digital 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 race's start/arrival area of the city stage
- [* service at Sponsor's cost and subject to 1000 Miglia approval]

COMMUNICATION & PRESS

- use of the event's logo for general corporate communication purposes (not for product)
- 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 of the event (TBC)
- news by 1000 Miglia presenting the event sponsorship in the specific section of the *1000miglia.it* website, according to the internal editorial plan. The new is considered a one-time planned, in the first year of the partnership
- right to develop a communication plan in collaboration with 1000 Miglia, to be implemented through the institutional on-line and off-line communication channels. The plan must be developed according to the 1000 Miglia guidelines and will be subject to approval by the 1000 Miglia. The sponsor is required to share the plan by no later than mid-February of each year
- activities to be agreed within the 1000 Miglia official social media channels (e.g. partnership presentation post, interview with a corporate representative or brand ambassador about the value of the partnership, corporate reel or video-clip, sharing of partner's posts, ext.). Sponsor's proposed contents must be approved by 1000 Miglia Srl, which will then proceed with the publication according to its editorial plan
- right to receive a photo report dedicated to the sponsor's brand and/or product. The service will be realized by the 1000 Miglia Srl; the material will be produced during the event and shared at its end.

PUBLIC RELATIONS & CEREMONIES

- up to N. 2 "Sponsor" car sticker for the admission of max. N. 2 company cars (modern vehicle and not classic/historic) in the race Convoy for public relations and media purposes carried out by the Sponsor
- N. 4 invitations for Sponsor's corporate representatives and/or guests to access the Paddock, lunches - and convivial dinners - along the route, Closing Dinner and Awarding Ceremony

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

OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2025 edition; TBD for the 2026 & 2027 edition)

- possibility to agree on a package or specific services* of additional visibility in the setting and scope of:
 - Lunch and convivial 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]

Fee: on request