

Brescia, November 7<sup>th</sup> 2024

## **PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE 1000 MIGLIA EVENTS 2025 AND 2026 IN THE CATEGORY “OFFICIAL TYRE PARTNER”**

### **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 exclusive Sponsor as the:

**“OFFICIAL TYRE PARTNER”**

of the following events:

- 1000 Miglia 2025 & 2026 editions: for the amount of € 160,000.00 (one hundred sixty thousand//00) for each event edition
- Coppa delle Alpi by 1000 Miglia 5th (2025) and 6th (2026) editions: for the amount of € 25,000.00 (twenty-five thousand//00) including n. 1 entry fee for the participation of a car in the race for the year 2025 only and € 25,000.00 for the year 2026
- Italian Roads by 1000 Miglia editions 2025 and 2026: for the amount of € 20,000.00 (twenty thousand//00) including n. 1 entry fee for the participation of a car in the race for each event edition

The sponsorship is valued the minimum fee of € 410.000,00 (four hundred ten thousand//00) + VAT to be paid according to different installments as per the terms detailed at the following point 2 of this Notice.

The Sponsor will be reserved of the marketing rights and benefits which are listed in the enclosed charts below among which there are:

- o industry exclusivity in the sector of “production and trading of car tyres”;
- o possibility to produce a limited edition of max. N. 500 (five hundred//00) pieces of tyres co-branded “1000 Miglia” by using the figurative/nominative trademark of the “1000 Miglia” (Red Arrow), subject to a specific project which shall be submitted to the 1000 Miglia S.r.l. for approval

The economic operators are kindly requested to express their interest by using the attached application. 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](mailto:1000miglia@legalmail.it) by December, 7<sup>th</sup> 2024 at 12:00/noon.

It has to be noticed that only applications which will be submitted by companies operating in the sector of “production and trading of car tyres” will be considered.

The sponsorship will be awarded to the economic operator that offers the highest consideration compared to the minimum value of € 410.000,00 (four hundred ten thousand/00) + VAT.

In case of multiple equal offers, 1000 Miglia S.r.l. will request a further increase and the sponsorship will be awarded to the economic operator that has offered the highest increase.

## 2. TERMS AND CONDITIONS

The sponsorship fee must be paid as per the following deadlines:

€ 102,500.00 (one hundred two thousand five hundred//00) no later than 31 January 2025

€ 102,500.00 (one hundred two thousand five hundred//00) no later than 31 April 2025

€ 102,500.00 (one hundred two thousand five hundred//00) no later than 31 January 2026

€ 102,500.00 (one hundred two thousand five hundred//00) no later than 31 April 2026

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

The economic operator which will be awarded the above-mentioned sponsorship will be able to exercise the option to renew the sponsorship for the 2027 edition of the events *1000 Miglia, Coppa delle Alpi by 1000 Miglia, Italian Roads by 1000 Miglia* by no later than the expiry date of the contract by means of a written communication to the address [1000miglia@legalmail.it](mailto:1000miglia@legalmail.it). The 1000 Miglia S.r.l. reserves the right to accept the renewal request with a written communication to the Sponsor.

#### 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](http://www.1000miglia.it)

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

## 1000 MIGLIA - EDITION 2025 & 2026

### OFFICIAL TYRE PARTNER

### MARKETING RIGHTS & BENEFIT

#### PARTICIPATION IN THE RACE

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- admission of max. N. 4 eligible classic cars in the Race provided with the Registro 1000 Miglia Certificate ([www.registro1000miglia.it/home-eng/](http://www.registro1000miglia.it/home-eng/)) and upon payment of the separate entry fee according to the Special Race Regulations available on the 1000 Miglia website ([www.1000miglia.it](http://www.1000miglia.it))
- 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 indicated in the Specific 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 in a dedicated area inside the Paddock, on appointment
- reserved and delimited parking area in the Paddock the Sponsor Team's N. 4 cars to be managed that includes a flag, welcome desk with stool

#### HOSPITALITY

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- hotel pre-check-in for the N. 4 crews' members of the Sponsor Team 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 Team, as described in the Chart A below, subject to availability of the service

#### VISIBILITY

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- 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 general e-newsletters sended during the Event [excluding company's e-newsletters sent on behalf of other Partner entitled to it]
  - 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, mini-posters, 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/passes 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”

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- availability of N. 1 facility\* (min. 25 max. 30 m<sup>2</sup> of space in total) 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 staff operating therein  
[\* 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 12<sup>th</sup>, 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].

## ADVERTISING

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- N. 1 promotional video 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 inside the “1000 Miglia” Official Guide

## DIRECT MARKETING

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- 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 “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 by 1000 Miglia S.r.l.]

## PRODUCT CO-BRANDING

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- right to produce a limited edition of N. 500 pieces of tyres co-branded “1000 Miglia” (Red Arrow) for promotional purposes, project subject to the 1000 Miglia S.r.l. approval

## COMMUNICATION & PRESS

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- use of the "1000 Miglia" trademark (Red Arrow) for general corporate communication purposes
- use of the "event edition" logo for general corporate communication purposes
- 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. The news will be publish at the start of the Partnership (in the occasion of the first year)
- 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 , 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

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- N. 2 “Sponsor” car stickers for the admission of a company cars (modern vehicle 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, Awarding Ceremony
- N. 40 invitations to access the “1000 Miglia Village” during the opening days and hours
- 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. 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.

## EDITORIAL PROJECTS

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- N. 5 copies of “1000 Miglia Official Guide”
- N. 5 copies of “Yearbook 1000 Miglia”

## OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2025 edition)

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- 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 m<sup>2</sup>) 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

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5.0% reduction on the 'additional services' fees purchased at the latest by 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%



## 1000 MIGLIA – EDITION 2025 “GUEST CAR” FORMULA

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 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.

**COPPA DELLE ALPI BY 1000 MIGLIA**  
**5 ^ & 6 ^ EDITIONS**  
**OFFICIAL TYRE PARTNER**  
**MARKETING RIGHTS & BENEFIT**

## PARTICIPATION IN THE RACE

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- Admission and included participation fee of no. 1 eligible car in the Race for the year 2025 only
- Admission of max. No. 3 eligible cars to the competition, specifically upon payment of the separate entry fee, in compliance with the requirements set out in the Supplementary Regulations to be published on the event website for the year 2025
- Admission of max. No. 4 eligible cars to the competition upon payment of the separate entry fee, in compliance with the requirements set out in the Supplementary Regulations to be published on the event website for the year 2026
- possibility to create a Sponsor Team including the 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
- 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 of the Sponsor Team's crews
- reserved parking lots at the Paddock for the cars of the Sponsor Team

## HOSPITALITY

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- hotel pre-check-in for the N. 4 crews' members of the Sponsor Team at the race's city stages subject to the Hospitality department's policy

## VISIBILITY

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- 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 in the information e-newsletters of "Coppa delle Alpi" released during the days of the event
  - staging & fittings (e.g. backdrop, roll-up, banners, ext.)
  - multisponsor Recognition Page inside the promotional materials (e.g. event program, hospitality guide, ext.)
  - multisponsor 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

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

## ADVERTISING

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- N. 1 promotional video of the sponsor to be played\* on the screen of the venues 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 hospitality guide

## DIRECT MARKETING

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- possibility to insert promo/communication material or gadget/gift (subject to approval) in to 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/arrival area of the city stage  
[\* service at Sponsor's cost and subject to approval]

## COMMUNICATION & PRESS

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- 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
- right to develop a shared communication plan in collaboration with 1000 Miglia, to be implemented through the main institutional online and offline channels. The plan must necessarily be developed according to 1000 Miglia guidelines and will be subject to approval by 1000 Miglia itself. The Sponsor is required to share the plan no later than February 12, 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 on 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 publication according to editorial plan
- right to receive a photo report dedicated to the brand and/or product. 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

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- N. 2 “Sponsor” car stickers for the admission of company cars (modern vehicles 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, lunches and dinners along the route, Closing Dinner and Awarding Ceremony
- N. 4 invitations to the lunches along the route (upon reservation and availability)
- N. 2 invitations to the Awarding Ceremony, including the Closing Dinner

**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.

## OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2025 edition)

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- 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” per leg
  - Time trials per leg
  - Special Projects

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

ITALIAN ROADS BY 1000 MIGLIA  
EDITION 2025&2026  
OFFICIAL TYRE PARTNER  
MARKETING RIGHTS & BENEFIT

## PARTICIPATION IN THE RACE

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- Admission and included participation fee of no. 1 eligible car in the Race according to the bare categories specified in the Special Race Regulations (SRR) available on [www.1000miglia.it](http://www.1000miglia.it) (in the section dedicated to the Event),
- possibility to create a Sponsor Team including the car registered by the Sponsor being reported in the official race's starting list and final classification; the car can be identified with a specific decal on its body as indicated in the Specific Race Regulations
- reserved parking lots at the Paddock for the car of the Sponsor Team
- 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
- dedicated lane and time slots for the administrative check by appointment for the Sponsor Team's crew

## HOSPITALITY

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

## VISIBILITY

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- 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
  - staging & fittings (e.g. backdrop, roll-up, banners, ext.)
  - multisponsor Recognition Page inside the promotional materials (e.g. event program, hospitality guide, ext.)
  - multisponsor 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

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

## ADVERTISING

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- N. 1 promotional video of the sponsor to be played\* on the screen of the venues 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 hospitality guide

## DIRECT MARKETING

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- 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

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- 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
- 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 15<sup>th</sup>, 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 on 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 publication according to editorial plan
- right to receive a photo report dedicated to the brand and/or product. 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

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- N. 1 "Sponsor" car sticker for the admission of 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, lunches and dinners along the route, Closing Dinner and Awarding Ceremony
- N. 2 invitations to the lunches along the route (upon reservation and availability)

**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

## OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2025 edition)

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- 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