

Brescia, November 19th 2024

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENTS “1000 MIGLIA” – EDITION 2025 & 2026 – IN THE CATEGORY “PREMIUM AUTOMOTIVE PARTNER” OR “MAIN AUTOMOTIVE PARTNER”

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 for economic operators referring to car manufacturers whose trademarks have taken part in the historic 1000 Miglia race (1927-1957) and who are interested in sponsoring the ‘1000 Miglia’ (hereinafter the ‘Event’) for the 2025 and 2026 editions.

The economic operators can express their interest in sponsorship according to the following categories, without any exclusive merchandise rights, in consideration of marketing rights and benefits as detailed in the descriptive sheet below:

- ‘**Premium Automotive Partner**’ with a minimum value of € 500,000.00 (five hundred thousand/00) plus VAT, as € 250,000.00 (two hundred and fifty thousand/00) for each edition of the Event.
- **Main Automotive Partner**’ with a minimum value of € 400,000.00 (four hundred thousand/00) plus VAT, as € 200,000.00 (two hundred thousand/00) for each edition of the Event.

Economic operators referring to car manufacturers whose brands have participated in the historic 1000 Miglia (1927-1957) interested in this opportunity shall express their interest by filling in the form attached to this Notice specifying any optional rights requested among those available. This form must be filled in and signed by the Legal Representative and sent by e-mail **no later than 12:00 noon on 19 December 2024** to the Certified Electronic Mail (PEC) address 1000miglia@legalmail.it.

2. TERMS AND CONDITIONS

The contract term is until 30.06.2026.

- for the 2025 edition of the Event
 - 25% at the signing of the contract and, in any case, by no later than the 31st January 2025
 - 25% by no later than the 30th April 2025
- for the 2026 edition of the Event
 - 25% by no later than the 31st January 2026
 - 25% by no later than the 30th 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 the Italian Code of Public Contracts (Legislative Decree 36/2023).

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.

The qualified Main Automotive Sponsor has the right to express interest in the Premium Automotive category subject to the economic alignment of the sponsorship amount for that category (equal to at least € 50,000.00 (fifty thousand/00) for each edition.

This faculty can be exercised by communication to the address 1000miglia@legalmail.it within the deadline for the presentation of the entry application by a crew benefiting from the sponsorship contracts.

The deadline is provided in the Special Race Regulations of each edition of the Event.

3. OPTION OF RENEWAL

The economic operators who will become Sponsors in the categories described are given the right to exercise the renewal option for the 2027 edition of the Event by and no later than the expiry date of the contract (30.06.2026) by communication to 1000miglia@legalmail.it.

1000 Miglia S.r.l. may accept the renewal request with a specific communication to the Sponsor.

In this case, the amount of the sponsorship will be equal to or over the former Sponsorship Category

- 50% no later than 31 January 2027

- 50% no later than 30 April 2027.

4. 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 edition – and eventually 2027’s – 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 PREMIUM AUTOMOTIVE PARTNER MARKETING RIGHTS & BENEFIT

PARTICIPATION IN THE RACE

- admission of up to a maximum of N. 10 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) and related Circulars published on the website 1000miglia.it
- possibility to form a Sponsor Team with the N. 10 registered classic cars and report it in the list of accepted cars, the official race’s starting list and final classification; the cars can be grouped in the starting list and identified with a specific decal on their body according to the specific clauses established by the Special Race Regulations
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 10 cars and crews of the Sponsor Team until the starting of the race
- possibility to fulfil the administrative check of the N. 10 crews in the Sponsor Area inside the Paddock, upon appointment
- reserved parking lots in the Paddock for the only use of the Sponsor Team's N. 10 cars to be managed by the Partner; it includes a flag and welcome desk with stool

HOSPITALITY

- selected hotels for the accommodation of the crews’ members of the N. 10 racing cars (service included in the race’s separate entry fee) and eventual accompanying personnel/staff of the Partner (service subject to separate purchase of the so-called Additional Services), in Brescia and in the city stages
- hotel pre-check-in for the N. 10 crews’ members 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 (subject to availability) for the Sponsor Team’s crews and Partner’s personnel/staff according to the chart “A” reported at the end of this descriptive card

ON-SITE PRESENCE AT THE Paddock

- availability of an exhibition space (up to 120 sq.m.) inside the venue for the set up of a facility/booth dedicated to the Partner; the project and set-up will be at Partner’s cost and subject to the 1000 Miglia company’s approval

VISIBILITY

- Partner's brand exposure - in preeminent position and proportionally to 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: "1000 Miglia Official Guide & 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 Partner 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 editorial or foreword + N. 1 advertising single page inside the "1000 Miglia Official Guide"
- N. 1 advertising double page inside the "1000 Miglia Yearbook"

DIRECT MARKETING

- sending of N.1 e-newsletter towards a selected target of the 1000 Miglia participants' database via the internal e-mailing system of the 1000 Miglia company subject to the approval of the latter; scheduling to be agreed between the parties according to the general publishing plan of the 1000 Miglia
- insertion of promo/communication material or gadget (subject to approval) into the "welcome-bag" handed out to the competitors after their administrative checks at the "1000 Miglia Paddock"

COMMUNICATION & PRESS

- use of the 1000 Miglia figurative trademark (Red Arrow) for general corporate communication purposes (not for product/service promotion)
- use of the "event edition" logo for general corporate communication purposes (not for product/service promotion)
- Partner's press release (1 page front & back) inside the 1000 Miglia on/off-line press kit released for the Conferences
- news by 1000 Miglia presenting the partnership in the specific section of the 1000miglia.it website, to be released according to the internal publishing plan
- possibility to organize a Partner's corporate press conference or event including the participation of the representatives of the 1000 Miglia as well as the use of official 1000 Miglia marketing materials
- dedicated accreditation desk for eventual media operators registered by - or on behalf of - the Partner onto the Press Area of the 1000miglia.it website, according to the Media Accreditation policy

PUBLIC RELATIONS & CEREMONIES

- up to a maximum of N. 06 “Sponsor” car stickers for the admission of max. 06 company cars (modern vehicle and not classic/historic) in the 1000 Miglia convoy to carry public relations and/or media operations* as well as to host corporate executives
[*the plan of operations envisaged during the event shall be submitted to the approval by the 1000 Miglia]
- N. 6 invitations for Sponsor’s corporate representatives to access the Paddock, Village, lunches and convivial dinner(s) along the route, Awarding Ceremony
- N. 30 invitations to access the “1000 Miglia Paddock & Village” during the opening days and hours
- N. 10 invitations to see the Start and Finish of the race in Brescia inside the areas reserved to partner & sponsor
- N. 6 invitations to the Awarding Ceremony and the Closing Party in Brescia
- N. 2 invitations for the “1000 Miglia Day”* (if confirmed from year to year) including the possibility to deliver a speech by a Partner’s representative
[*it is a 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.

REGISTRO 1000 MIGLIA

- inclusion of the Partner’s name among the partners of the *Registro 1000 Miglia* and exposure of its logo on the related website registro1000miglia.it and other promotional/press materials on/off-line (TBD from year to year)
- possibility to send N. 2 dedicated e-newsletter per year about Partner’s services and products to the *Registro 1000 Miglia*’s database – or a selected target of it (scheduling to be agreed between the parties)
- possibility to develop synergies with the *Registro 1000 Miglia* within the scope of its mission

PUBLISHING PROJECTS

- N. 5 complimentary copies of the “1000 Miglia Official Guide”
- N. 5 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 and descriptive card attached

Fee: € 12.500,00 + VAT (basic option)

- possibility to request a showcase facility* at the “1000 Miglia Village”
[* approx. 30 sq.m. it will be supplied by the event organizer bearing the event’s Image & Look design 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. The request shall be submitted to the event organizer N. 8 weeks prior the event’s starting and will be accepted upon availability of the facility]

fee: € 10.000,00 + VAT

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

Fee on request, depending on type of Invitation and quantity

CHART “A”
RESERVED DISCOUNT FOR SPONSOR
ON “ADDITIONAL SERVICES”

Reserved reduction of 5.0% on the fees for “Additional Services” purchased through dedicated staff.
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 ED. 2025 & 2026

MAIN AUTOMOTIVE PARTNER

MARKETING RIGHTS & BENEFIT

PARTICIPATION IN THE RACE

- admission of up to a maximum of N. 05 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) and related Circulars published on the website 1000miglia.it
- possibility to form a Sponsor Team with the N. 05 registered classic cars and report it in the list of accepted cars, the official race’s starting list and final classification; the cars can be grouped in the starting list and identified with a specific decal on their body according to the specific clauses established by the Special Race Regulations
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 05 cars and crews of the Sponsor Team until the starting of the race
- possibility to fulfil the administrative check of the N. 05 crews in the Sponsor Area inside the Paddock, upon appointment
- reserved parking lots in the Paddock for the only use of the Sponsor Team’s N. 05 cars to be managed by the Partner; it includes a flag and welcome desk with stool

HOSPITALITY

- selected hotels for the accommodation of the crews’ members of the N. 05 racing cars (service included in the race’s separate entry fee) and eventual accompanying personnel/staff of the Partner (service subject to separate purchase of the so-called Additional Services), in Brescia and in the city stages
- hotel pre-check-in for the N. 05 crews’ members 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 (subject to availability) for the Sponsor Team’s crews and Partner’s personnel/staff according to the chart “A” reported at the end of this descriptive card

ON-SITE PRESENCE AT THE Paddock

- availability of an exhibition space (up to 120 sq.m.) inside the venue for the set up of a facility/booth dedicated to the Partner; the project and set-up will be at Partner’s cost and subject to the 1000 Miglia company’s approval

VISIBILITY

- Partner's brand exposure - in preeminent position and proportionally to 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: "1000 Miglia Official Guide & 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 Partner to be played* on the screens at the Paddock and/or Village and/or Starting/Finish line
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- N. 1 editorial or foreword + N. 1 advertising single page inside the "1000 Miglia Official Guide"
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DIRECT MARKETING

- sending of N.1 e-newsletter towards a selected target of the 1000 Miglia participants' database via the internal e-mailing system of the 1000 Miglia company subject to the approval of the latter; scheduling to be agreed between the parties according to the general publishing plan of the 1000 Miglia
- insertion of promo/communication material or gadget (subject to approval) into the "welcome-bag" handed out to the competitors after their administrative checks at the "1000 Miglia Paddock"

COMMUNICATION & PRESS

- use of the 1000 Miglia figurative trademark (Red Arrow) for general corporate communication purposes (not for product/service promotion)
- use of the "event edition" logo for general corporate communication purposes (not for product/service promotion)
- Partner's press release (1 page front & back) inside the 1000 Miglia on/off-line press kit released for the Conferences
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- possibility to organize a Partner's corporate press conference or event including the participation of the representatives of the 1000 Miglia as well as the use of official 1000 Miglia marketing materials

- dedicated accreditation desk for eventual media operators registered by - or on behalf of - the Partner onto the Press Area of the *1000miglia.it* website, according to the Media Accreditation policy

PUBLIC RELATIONS & CEREMONIES

- up to a maximum of N. 03 “Sponsor” car stickers for the admission of max. 03 company cars (modern vehicle and not classic/historic) in the 1000 Miglia convoy to carry public relations and/or media operations* as well as to host corporate executives
[*the plan of operations envisaged during the event shall be submitted to the approval by the 1000 Miglia]
- N. 6 invitations for Sponsor’s corporate representatives to access the Paddock, Village, lunches and convivial dinner(s) along the route, Awarding Ceremony
- N. 30 invitations to access the “1000 Miglia Paddock & Village” during the opening days and hours
- N. 10 invitations to see the Start and Finish of the race in Brescia inside the areas reserved to partner & sponsor
- N. 6 invitations to the Awarding Ceremony and the Closing Party in Brescia
- N. 2 invitations for the “1000 Miglia Day”* (if confirmed from year to year) including the possibility to deliver a speech by a Partner’s representative
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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.

REGISTRO 1000 MIGLIA

- inclusion of the Partner’s name among the partners of the *Registro 1000 Miglia* and exposure of its logo on the related website *registro1000miglia.it* and other promotional/press materials on/off-line (TBD from year to year)
- possibility to send N. 2 dedicated e-newsletter per year about Partner’s services and products to the *Registro 1000 Miglia*’s database – or a selected target of it (scheduling to be agreed between the parties)
- possibility to develop synergies with the *Registro 1000 Miglia* within the scope of its mission

PUBLISHING PROJECTS

- N. 3 complimentary copies of the “1000 Miglia Official Guide”
- N. 3 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 and descriptive card attached

Fee: € 12.500,00 + VAT (basic option)

- possibility to request a showcase facility* at the “1000 Miglia Village”
[* approx. 30 sq.m. it will be supplied by the event organizer bearing the event’s Image & Look design 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. The request shall be submitted to the event organizer N. 8 weeks prior the event’s starting and will be accepted upon availability of the facility]

Fee: € 10.000,00 + VAT

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

Fee on request, depending on type of Invitation and quantity

CHART “A”
RESERVED DISCOUNT FOR SPONSOR
ON “ADDITIONAL SERVICES”

Reserved reduction of 5.0% on the fees for “Additional Services” purchased through dedicated staff.
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 Special 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.