

Brescia, November 7th 2024

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE “1000 MIGLIA” 2025 & 2026 EDITIONS IN THE CATEGORY “OFFICIAL SPARKLING WINE”.

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 in the sector of “Production, Protection, Promotion of sparkling wine with classic method” which are interested in being exclusive Sponsor as the:

“OFFICIAL SPARKLING WINE”

The sponsorship is valued the minimum fee of € 100.000,00 (one hundred thousand/00) excepted VAT to be paid according to different installments as per the terms detailed at the following point 2 of this Notice.

In the face of the sponsorship the Sponsor will be reserved the <<Marketing rights and benefits>> which are listed in the enclosed chart among which there is:

- the industry exclusivity in the sector of "production, protection, promotion of sparkling wines" (with the exception of wines belonging to the categories "still white", "still red", "still rosé")

In addition to the requested sponsorship fee, the economic operator is requested to provide - free of charge - a total quantity of minimum N. 500 bottles of sparkling wine (including glasses, service material, logistics and delivery) for each edition of the event to be used in the occasion of the dinners at the city stages (excluding the dinners during the racing time), the press conferences, at the 1000 Miglia's hospitality/lounge facilities in the 1000 Miglia Village and Paddock and other side initiatives related to the only 1000 Miglia race which will be defined by the event organizer. The Sponsor will be also requested to provide - free of charge - minimum n. 3 Jeroboam and n. 6 Magnum bearing a 1000 Miglia label to be presented to the first three crews classified, on the arrival ramp in Brescia as well as during the awarding ceremony.

The economic operators which are interested in this opportunity 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 December, 7th 2024 at 12:00am (noon).

The sponsorship will be awarded to the economic operator that offers the highest consideration compared to the minimum value of € 100.000,00 (one hundred thousand/00/) VAT excepted.

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:

For the “1000 Miglia 2025”:

- Euro 50.000,00 (fifty thousand/00) - equal to the 50% of the total minimum value of the sponsorship - upon signature of the Agreement and in any case by no later than the 31st of May 2025

For the “1000 Miglia 2026”:

- Euro 25.000,00 (twenty-five thousand/00) - equal to the 25% of the total minimum value of the sponsorship - by no later than the 31st of January 2026
- Euro 25.000,00 (twenty-five thousand/00) - equal to the 25% of the total minimum value of the sponsorship - by no later than the 31st of May 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 FOR 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 1000 Miglia event - at the same conditions provided for in the contract for the 2025 and 2026 edition of the event - by no later than the expiry date of the contract by means of a written communication to the address 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

The economic operators which will be awarded the above-mentioned sponsorship will have the right to request the “Guest Car” formula according to the terms and conditions which are stated in the Special Race Regulations and 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 are available on the following official website www.1000miglia.it.

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

1000 MIGLIA - EDITION 2025 & 2026

OFFICIAL SPARKLING WINE

MARKETING RIGHTS & BENEFIT

PARTICIPATION IN THE RACE

- admission of N. 1 eligible classic car in the Race provided with the Registro 1000 Miglia Certificate (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 1000miglia.it
- possibility to identify the Sponsor's car with a specific decal on its body as specified in the Specific Race Regulations and have it reported in the list of accepted cars, in the official race's starting list and final classification
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the car and crew in the race until the starting of the race
- possibility to fulfil the administrative check of the Sponsor Team's crew in a dedicated area inside the Paddock, on appointment

HOSPITALITY

- hotel pre-check-in for the crew's members of the Sponsor at the race's city stages subject to the Hospitality department's policy
- reserved reduction as per Chart A on the fixed rates for the purchase of the Additional Hospitality Services through dedicated personnel within 30 days prior the starting of the event

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 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

SPECIAL INITIATIVES

- possibility to present with N. 1 Jeroboam the first classified crew, with N. 1 Magnum the second classified crew, with N. 1 Magnum the third classified crew, on their arrival in Brescia on the ramp located in Viale Venezia. All the bottles shall bear a 1000 Miglia label.

Note: the handover of the prizes shall be done exclusively by the hostess/steward of the Sponsor according to the protocol which will be communicated to the Sponsor in advance for acknowledgement

- possibility to present with N. 2 Jeroboam the first classified crew's members, with N. 2 Magnum the second classified crew's members, N. 1 Magnum the third classified crew's members in the occasion of the Awarding Ceremony at the end of the event. All the bottles shall bear a 1000 Miglia label.

Note: the handover of the N. 2 Jeroboam to the first classified crew can be done by a company's representative of the Sponsor according to the protocol which will be communicated to the Sponsor in advance for acknowledgement

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 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

- possibility to insert promo/communication material or gadget/gift (subject to approval) into the "welcome-bag" handed over 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]

COMMUNICATION & PRESS

- 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

- N.1 “Sponsor” car sticker 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. 20 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]
- N.10 Staff Passes

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

- N. 3 copies of “1000 Miglia Official Guide”
- N. 3 copies of “Yearbook 1000 Miglia”

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

- 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: 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 (starting from 25 m²) 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

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" provides the following additional fees as stipulated in 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.