

Brescia, January 30<sup>th</sup> 2025

## PUBLIC NOTICE CONCERNING EXPRESSIONS OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA EXPERIENCE ITALY” – 1<sup>st</sup> EDITION (2025)

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### 1. OBJECT

The 1000 Miglia S.r.l., a subsidiary company of the Automobile Club of Brescia and exclusive licensee of the verbal and figurative “1000 Miglia” brands, intends to search for economic operators interested in becoming “Passion Sponsor” - with no right of industry exclusivity - of the “1000 Miglia Experience Italy” – 1<sup>st</sup> edition (hereinafter the “Event”) which is scheduled from the 10<sup>th</sup> to the 12<sup>th</sup> of April 2025.

The sponsorship opportunity concerns the following categorie, with no right for the industry exclusivity, according to the marketing rights and benefits referred to in the enclosed factsheets:

- **PASSION SPONSOR:** minimum fee of € 15.000,00 (fifteen- thousand/00) plus VAT and duration of the contract until the 30.04.2025.

The economic operators that would like to become a sponsor of the Event are requested to express their interest by completing the form attached to this Notice and specifying the chosen category and the eventual optional rights required. The form must be duly completed and signed by the legal representative of the company and sent by e-mail by **February 28<sup>th</sup> 2025 at 12:00/noon** to the certified email address (PEC) 1000miglia@legalmail.it.

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, pens, banks and financial institutions, loyalty program, 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 payment of the sponsorship fee must be set by no later than the **15<sup>th</sup> of March 2025** upon reception of the related invoice.

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 interested economic operators will be able to request the sponsorship as “Passion Sponsor” of the 2026 edition of the Event filling the specific option in the form attached to this Notice. The contract will expire on the 30th of April 2026.

## 4. GENERAL PROVISIONS

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 Experience Italy and the 1000 Miglia brand.

Further information about the 1000 Miglia Experience Italy is available on [www.1000miglia.it](http://www.1000miglia.it) in the section dedicated to the “Events”.

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

**1000 MIGLIA EXPERIENCE ITALY – 1<sup>ST</sup> EDITION 2025**  
**PASSION SPONSOR**  
**MARKETING RIGHTS & BENEFIT**

## GENERAL CONDITIONS

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Fee: € 15.000,00 + VAT per event edition

Duration of the contract: 30<sup>th</sup> of April 2025

Use of the event logo for corporate communication purposes (not product promotion): included

Industry exclusivity: not included

## PARTICIPATION IN THE RACE

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- admission of max. N. 1 car in the Race according to the categories specified in the Special Race Regulations (SRR) available on [www.1000miglia.it](http://www.1000miglia.it) (in the section dedicated to the Event), upon payment of the separate registration entry fee (Basic or Gold, as the participants's choice) established for 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/passess 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 March, 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