

Brescia, 29<sup>th</sup> January 2026

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA” – 2026 EDITION IN THE CATEGORY “AUTOMOTIVE HERITAGE PARTNER”.**

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## 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 2026** (hereinafter the “Event”) in the category “**Automotive Heritage Partner**”.

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.

- **AUTOMOTIVE HERITAGE PARTNER:** for the 2026 edition of the Event, with a minimum value of EUR 40,000.00 (forty thousand/00), plus VAT, with the term of the agreement expiring on 30 September 2026;

The economic operators (car manufacturers) which would like to consider this sponsorship 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](mailto:1000miglia@legalmail.it) by and no later **12<sup>th</sup> February 2026 at 12:00am (noon)**.

It is hereby specified that proposals providing, in whole or in part, for consideration in the form of goods and/or services instrumental to the organization and promotion of the event shall also be taken into consideration. In such cases, the proposal shall set out in detail the nature of the goods and services offered, as well as their corresponding monetary value.

## 2. TERMS AND CONDITIONS

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

- 50% at the signing of the contract
- 50% by no later than the 30<sup>th</sup> April 2026

1000 Miglia S.r.l. highlights that the execution of the Sponsorship Agreement shall be conditional upon the economic operator not being subject to any of the exclusion grounds provided for under the Italian Public Contracts Code (Legislative Decree No. 36 of 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 according to the terms and conditions which are described in the related descriptive card enclosed to this 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](http://www.1000miglia.it).

1000 Miglia S.r.l.  
Chief Executive Officer  
Dott. Fulvio D’Alvia

# 1000 MIGLIA 2026

## AUTOMOTIVE HERITAGE PARTNER

### MARKETING RIGHTS & BENEFITS

#### GENERAL CONDITIONS

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Fee: Euro 40.000,00 (+ VAT if applicable)

Duration of the contract: 30/09/2026

Use of the "event edition" logo for corporate communication purposes: included

Use of the "1000 Miglia" trademark (Red Arrow) for corporate communication purposes: not included

Industry exclusivity: not included

#### PARTICIPATION IN THE RACE

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- admission of max. N. 1 eligible classic cars\* in the Race provided with the Registro 1000 Miglia Certificate ([www.registro1000miglia.it/home-eng](http://www.registro1000miglia.it/home-eng)) upon payment of the separate entry fee (Basic - Silver - Gold, as the participants' choice) according to the Special Race Regulations available on the 1000 Miglia website ([www.1000miglia.it](http://www.1000miglia.it))
- possibility to identify the Sponsor's car with a specific decal on its body as specified in the Special 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 fulfilment related to the registration of the car and crew of the Sponsor Team until the starting of the race
- possibility to fulfil the administrative check of the crew's members of the Sponsor inside a dedicated area in the Paddock, on appointment
- possibility to book dedicated parking area at the Paddock reserved for the crew, upon prior notification of use to the organization

#### HOSPITALITY

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- 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 for the Sponsor on the fees for "additional services" for the crews of the "Sponsor Team" and/or the Sponsor's personnel, as described in the below Chart A, 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 Partner section
  - staging & fittings\* (e.g. covering, backdrop, roll-up, banners, ext.)  
[\* excluding the ramp at the starting/finish area in Brescia and Roma]
  - promotional materials (e.g. event program, race's starting list, 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/pass 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 dedicated to the Partner's heritage to be played\* on the screens set up at the Paddock and/or the Village and/or the Race Start/Finish Area.  
[\*repetitions will be defined in proportion to the total number of sponsors entitled]
- N. 1 ADV page dedicated to the Partner's heritage inside the "1000 Miglia" Official Guide.
- N. 1 advertising page of the Sponsor dedicated to its heritage inside the official "1000 Miglia" Yearbook.

## PRESS & COMMUNICATION

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- company profile (max. 600 characters) on the specific page in the event section on the 1000miglia.it/en website
- company presentation (1500 characters) inside the general sponsor factsheet included in the 1000 Miglia on/off-line press kits prepared for the Conferences
- 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 12<sup>th</sup>, 2026.

## PUBLIC RELATIONS & CEREMONIES

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- N. 1 "Sponsor" car sticker for the admission of a 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, Village, lunches and dinners along the route, Closing Party and Awarding Ceremony
- N. 5 invitations to access the "1000 Miglia Village" + "1000 Miglia Paddock" during the opening days and hours

- N. 2 invitations to see the start and arrival of the Race in Brescia inside the areas reserved to the sponsor
- N. 2 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) [\*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.

## PUBLISHING PROJECTS

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- N. 2 copies of "1000 Miglia Official Guide"
- N. 2 copies of "Yearbook 1000 Miglia"

## OPTIONAL BENEFIT RESERVED FOR THE SPONSOR

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- the option for the Partner to provide, at no cost to 1000 Miglia, five (5) motor vehicles (C and/or D segment or higher), with full insurance coverage (third-party liability and comprehensive Kasko insurance), delivered duty free to Brescia, for a period of ten (10) days immediately preceding and during the 1000 Miglia event, to be used as service vehicles by the Organizer.

## OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2026 edition)

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- possibility to subscribe to the "Guest Car" formula as per the descriptive card attached  
Fee: € 13.000,00 + VAT (basic option)
- 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 April 30<sup>th</sup>, 2026.

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 "GUEST CAR" FORMULA DESCRIPTIVE CARD

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:

- € 13.000,00 (thirteen thousand/00) plus VAT for BASIC
- € 15.000,00 (fifteen thousand/00) plus VAT for SILVER
- € 18.500,00 (eighteen thousand five hundred/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.

N.B. please note that the fees apply exclusively to the 2026 edition. For subsequent editions, the provisions set forth in the Specific Race Regulations applicable to each edition shall prevail.

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.