

**PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA” FOR ECONOMIC OPERATORS OPERATING IN THE CLASS N. 09 WITH THE NAMING “RACE DRIVING 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 verbal and figurative "1000 Miglia" brands, intends to search for economic operators in the sector class n. 09 interested in being Sponsor of the 1000 Miglia (hereinafter the “Event”) with the naming “Race Driving Partner”.

**The designation of Sponsor will be referred to the 2026, 2027 and 2028 editions of the 1000 Miglia.**

The marketing rights and benefits are reported in the enclosed charts below.

The economic operators will have to express their interest by sending the proposal to the certified e-mail address (PEC) [marketing1000miglia@pec.it](mailto:marketing1000miglia@pec.it) by and no later than **March 3<sup>rd</sup> 2026 at 12/noon**.

The aforementioned sponsorship offer can be received only from economic operators operating in the sector class n. 09.

The proposal must contain:

- a) the monetary consideration offered for the sponsorship which cannot be less than € 130,000.00 (one hundred thirty thousand/00) for each edition of 1000 Miglia;

**2. TERMS AND CONDITIONS**

The sponsorship fee for the 2026 edition of the Event must be paid as per the following deadlines:

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

For subsequent editions, the sponsorship amount must be paid at the following deadlines:

- 50% by no later than the 31<sup>st</sup> of January of each year;
- 50% by no later than the 30<sup>th</sup> April of each year.

### 3. GENERAL PROVISIONS

All the economic operators which will be awarded one of the above-mentioned sponsorship category 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.

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).

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.  
Chief Executive Officer  
Mr. Fulvio D’Alvia

# 1000 MIGLIA 2026, 2027 AND 2028

## RACE DRIVING PARTNER

### MARKETING RIGHTS & BENEFITS

#### GENERAL CONDITIONS

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Fee: Euro 130,000,00 (+ VAT if applicable) per event edition

Duration of the contract: 30/09/2028

Use of the "1000 Miglia" trademark (Red Arrow) for general corporate communication purposes and for display in the Sponsor's own platforms subject to 1000 Miglia S.r.l. approval: included

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

Industry exclusivity: not included

#### PARTICIPATION IN THE EVENT

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- Right of admission for N. 5 cars in a dedicated side event upon payment of the separate entry fee
- back-office assistance by dedicated personnel for any fulfillment related to the registration of the N. 5 cars and crews of the Teams until the start of the race;
- possibility to fulfil the administrative check of the Team's N. 5 crews inside a dedicated area in the Paddock, on appointment;
- reserved and delimited parking area in the Paddock for the only use of the Team's N. 5 cars to be managed by the Sponsor for public relation purposes; it includes a flag and welcome desk with stool;

#### HOSPITALITY

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- hotel pre-check-in for the N. 5 crews' 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 presentation page and Partner section
  - footer of the 1000 Miglia information e-newsletters during the week of the Event
  - 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.)

- 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\* 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 personnel operating therein. Accreditation will be issued according to the Accreditation Policy  
[\* 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>, 2026; such waiver will not result in any revision of the sponsorship fee. In case of late communication, the Organization 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 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 editorial or foreword + N. 1 advertising single page inside the "1000 Miglia Official Guide"

## DIRECT MARKETING

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- 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]

## PRESS & COMMUNICATION

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- company profile (max. 600 characters) on the specific page in the event section on the 1000miglia.it website
- partner's press release (1 page front & back) inside the 1000 Miglia on/off-line press kit released 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 presentation is considered a one-time planned, at the start of the partnership (at the first annual)
- 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 12<sup>th</sup>, 2026
- 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

## PUBLIC RELATIONS AND CEREMONIES

- N. 2 “Sponsor” car stickers for the admission of N. 2 company cars (modern vehicles 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, Closing Party and Awarding Ceremony
- N. 30 invitations to access the “1000 Miglia Village” + “1000 Miglia Paddock” during the opening days and hours
- N. 4 invitations at 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.

## PUBLISHING PROJECTS

- N. 2 complimentary copies of the “1000 Miglia Official Guide”
- N. 2 complimentary copies of the “Yearbook 1000 Miglia”

## OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (VALID ONLY FOR THE 2026 EDITION) – UPON REQUEST

- possibility to subscribe to the “Guest Car” formula as per the descriptive card attached
- possibility to request the interior set-up of the exhibition module at the “1000 Miglia Village” on based on a shared project
- 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

#### SPONOSR RESERVED REDUCTIONS – Chart A

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- 5.0% reduction on the 'additional services' fees purchased at the latest by April 30th, 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 N. 4 names for a total of N. 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 - stated they have passed the administrative checks.

The “Guest Car” provides the following additional fees:

- € 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 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.