

Brescia, 9th September 2026

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA” IN THE CATEGORY “PASSION 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** and who are interested in sponsoring the 1000 Miglia (hereinafter the “Event”) in the category “Passion Automotive 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.

A. *THREE-YEAR OPTION (2027, 2028 and 2029 Editions)*

- **PASSION AUTOMOTIVE PARTNER 2027, 2028 e 2029:** for the 2027, 2028 and 2029 editions of the Event, with a minimum fee of € 70,000.00 (seventy thousand/00) plus VAT for the 2027 edition, a minimum fee of € 75,000.00 (seventy-five thousand/00) plus VAT for the 2028 edition, and a minimum fee of € 80,000.00 (eighty thousand/00) plus VAT for the 2029 edition, with the duration of the contract until 30.09.2029;

A. *TWO-YEAR OPTION (2027 and 2028 editions)*

- **PASSION AUTOMOTIVE PARTNER 2027 e 2028:** for the 2027 and 2028 editions of the Event, with a minimum fee of € 70,000.00 (seventy thousand/00) plus VAT for the 2027 edition and a minimum fee of € 80,000.00 (eighty thousand/00) plus VAT for the 2028 edition, with the duration of the contract until 30.09.2028;

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) marketing1000miglia@pec.it by and no later 12:00 am noon on November 30th, 2026.

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% upon execution of the contract and, in any case, no later than January 31st, 2027;
- 50% no later than April 30th, 2027

For subsequent editions, the sponsorship fee must be paid according to the following deadlines:

- 50% no later than January 31st of each year;
- 50% no later than April 30th of each year.

1000 Miglia S.r.l. hereby states that the entering into the sponsorship agreement is subject to the economic operator declaring that there are no grounds for exclusion from the agreement as provided for in the Public Contracts Code (Legislative Decree 36/2023), which must be declared at the time of the Expression of Interest.

1000 Miglia reserves the right, at its sole and absolute discretion, to consider proposals:

- offering consideration lower than the amounts indicated above, provided that the proposal specifies which marketing rights and benefits, as set out in the relevant appendix, the applicant intends to waive;
- whereby part of the consideration consists of goods or services useful for the organization and promotion of the event; in such cases, the proposal must provide details of the goods and services offered and their corresponding monetary value.

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.

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

1000 MIGLIA 2027, 2028 (& 2029)

PASSION AUTOMOTIVE PARTNER

MARKETING RIGHTS & BENEFITS

GENERAL CONDITIONS

A. THREE-YEAR OPTION

Fee 2027: € 70.000,00 (+ VAT if applicable)

Fee 2028: € 75.000,00 (+ VAT if applicable)

Fee 2029: € 80.000,00 (+ VAT if applicable)

Duration of the contract: 30/09/2029

B. TWO-YEAR OPTION

Fee 2027: € 70.000,00 (+ VAT if applicable)

Fee 2028: € 80.000,00 (+ VAT if applicable)

Duration of the contract: 30/09/2028

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

- admission of max. N. 2 eligible classic cars in the Race provided with the Registro 1000 Miglia Certificate (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)
- possibility to create a "Sponsor Team" including the N. 2 cars registered by the Sponsor being reported in the list of accepted cars, in the official race's starting list and final classification; the N. 2 cars can be identified with a specific decal on their body as specified in the Special Race Regulations
- back-office assistance by dedicated personnel for any fulfilment related to the registration of the N. 2 cars and crews of the Sponsor Team until the starting of the race
- possibility to fulfil the administrative check of the Sponsor Team's N. 2 crews inside a dedicated area in the Paddock, on appointment
- possibility to book dedicated parking area at the Paddock reserved for the N. 2 crews

HOSPITALITY

- Hotel pre-check-in for the N. 2 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

- 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]
 - branded advertising structures at stage finishes, where possible
 - promotional communication materials (e.g. event programme, starting order, etc.)
 - multisponsor acknowledgment page within the editorial projects: 1000 Miglia Diary and Yearbook
 - multisponsor acknowledgment page on the back cover of race documentation (Road Book of each stage, Service Road Book, CTS booklet, service regulations, Gaburri Trophy)

Note: badges and passes of any type are excluded from the above materials

Note: display of the Sponsor's brand is subject to receipt of artwork files in the required formats and within the required deadlines

ADVERTISING

- N. 1 promotional video dedicated to the Sponsor 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 advertising page of the Sponsor inside the "1000 Miglia Diary"
- N. 1 advertising page of the Sponsor inside the official "1000 Miglia Yearbook".

DIRECT MARKETING

- possibility to insert promotional materials or gadgets (subject to approval) in the welcome bag delivered to competitors following sporting checks at the "1000 Miglia Paddock"
- possibility to include N. 1 branded promotional vehicle at the head of the convoy for sampling and public engagement activities
[the vehicle must comply with the instructions provided by 1000 Miglia]

PRESS & COMMUNICATION

- company profile (max. 600 characters) on a dedicated page within the Event section of the website *1000miglia.it*
- company presentation (max. 800 characters) within the Sponsor booklet included in 1000 Miglia's online and offline press kits used for official conferences
- right to develop a shared communication plan in collaboration with 1000 Miglia, to be implemented through the main online and offline institutional channels. The plan must comply with 1000 Miglia guidelines and shall be subject to prior approval by 1000 Miglia. The Sponsor shall submit the communication plan no later than February 20th, 2027
- N. 1 social media activation on the official channels of 1000 Miglia S.r.l. (e.g. post, reel, Instagram story, Facebook or LinkedIn content) with branded integration content developed in cooperation with the Sponsor and according to the editorial schedule established by 1000 Miglia

PUBLIC RELATIONS & CEREMONIES

- 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 official Event welcome bags
- 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. 10 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 lunch/dinner vouchers to be used during the Event at official Race lunches and dinners
- 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 invitations listed above are subject to the terms and conditions of the Accreditation Policy applicable to each event and communicated in advance.

PUBLISHING PROJECTS

- N. 3 copies of "1000 Miglia Diary"
- N. 3 copies of "Yearbook 1000 Miglia"

OPTIONAL BENEFIT RESERVED FOR THE SPONSOR

- possibility for the Partner to provide, at no cost to 1000 Miglia, five (5) vehicles (C-segment and/or D-segment or higher), with full insurance coverage (third-party liability and comprehensive collision damage waiver), delivered free of charge in Brescia, for a period of 10 days immediately before and during the 1000 Miglia event. The vehicles will be used as service cars by the Organizer, with the possibility of access to an internal or external parking area within the Paddock, subject to availability and the Organizer's operational requirements.

Note: The provision of the vehicles will be valued in addition to the sponsorship fee and will be subject to offset invoicing (barter compensation arrangement).

OPTIONAL BENEFITS SUBJECT TO EXTRA FEE (valid only for the 2027 edition)

- possibility to subscribe to the "Guest Car" formula as per the descriptive card attached

Fee: as specified in the Special Race Regulations

- possibility to request exhibition space within the "1000 Miglia Village" in Brescia for vehicle display and/or public relations activities during opening days and hours, including up to a maximum of 10 staff accreditations, issued in accordance with the Accreditation Policy.

Possibility to distribute gifts* to competitors within the "1000 Miglia Village" through hostess/steward personnel

[* service at Sponsor's expense and subject to prior agreement with 1000 Miglia]

Fee: on 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% discount on the standard rates of the "additional services" purchased through dedicated personnel by 15th April 2027.

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” option is subject to the additional fees set out in the Supplementary Regulations of each edition for the various categories (Basic, Silver, and 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.