1000 MIGLIA SRL

Brescia, 27th October 2026

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENTS "1000 MIGLIA", "COPPA DELLE ALPI BY 1000 MIGLIA", "1000 MIGLIA EXPERIENCE ITALY" – EDITIONS 2027, 2028, 2029 – IN THE CATEGORY "RACE PREMIUM SPONSOR"

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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 economic operators which are interested in **sponsoring the motorsport events named "1000 Miglia", "Coppa delle Alpi by 1000 Miglia", "1000 Miglia Experience Italy"** in their **2027, 2028 and 2029 edition** (hereinafter the "Events") in the category **"Race Premium Sponsor"**.

This opportunity does not include the right of industry exclusivity and provides for the marketing rights and benefits referred to in the enclosed factsheet.

The minimum fee required is € 750.000,00 (seven-hundred-fifty-thousand/00) plus VAT, or Euro 250,000.00 (two hundred-fifty-thousand/00) plus VAT for each edition of the Events.

The duration of the sponsorship contract is until 30/09/2029.

Economic operators 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) marketing1000miglia@pec.it by and no later than **30th November 2026 at 12:00am (noon)**.

It should be noted that the aforementioned sponsorship offer maybe received from economic operators belonging to any product category/industry with the exclusion of the following ones: watch-making, jewelry, pens, banks and credit institutions, insurance companies, car manufacturers, wines, food & beverage, fashion.

2. TERMS AND CONDITIONS

The sponsorship fee must be paid at the following deadlines:

- for the 2027 edition of the Events
  - Euro 100.000,00 (one-hundred-thousand/00) at the signing of the contract and, in any case, by no later than the 31st January 2027
  - Euro 150.000,00 (one-hundred-fifty-thousand/00) by no later than the 30th April 2027
- for the 2028 edition of the Events
  - Euro 100.000,00 (one-hundred-thousand/00) by no later than the 31st January 2028
  - Euro 150.000,00 (one-hundred-fifty-thousand/00) by no later than the 30th April 2028

- ➢ for the 2029 edition of the Events
  - Euro 100.000,00 (one-hundred-thousand/00) by no later than the 31st January 2029
  - Euro 150.000,00 (one-hundred-fifty-thousand/00) by no later than the 30th April 2029

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 S.r.l. 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 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 official website www.1000miglia.it.

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

1000 MIGLIA – EDITION 2027, 2028, 2029
RACE PREMIUM SPONSOR
MARKETING RIGHTS & BENEFITS

PARTICIPATION IN THE RACE

- admission of max. N. 6 eligible classic cars* in the Race provided with the Registro 1000 Miglia (*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/en*
  [* 50% of the cars must be of a different model from the rest of the cars]
- possibility to create a Sponsor Team including the N. 6 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. 6 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 fulfillment related to the registration of the N. 6 cars and crews of the "Sponsor Team" until the start of the race
- possibility to fulfil the administrative check of the Sponsor Team's N. 6 crews inside a dedicated area in the Paddock, on appointment
- reserved and delimited parking area in the Paddock for the only use of the Sponsor Team's N. 6 cars to be managed by the Sponsor for public relation purposes; it includes a flag and welcome desk with stool

HOSPITALITY

- hotel pre-check-in for the N. 6 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

- sponsor's brand exposure - in proportion to the other sponsorship levels – on:
  - 1000 Miglia official website: Event section and Partner page
  - footer of the *1000 Miglia* informational e-newsletters distributed during the Event week
  - staging and branding materials* (e.g. backdrops, coverings, roll-ups, banners, flags, etc.)
    [* excluding the starting/finishing ramps in Brescia and Rome]
  - branded advertising structures at stage finishes, where possible
  - promotional communication materials (e.g. Event programme, Starting order, etc.)

- multi-sponsor acknowledgment page within the editorial projects: *1000 Miglia Diary* and *Yearbook 1000 Miglia*
- multi-sponsor acknowledgment page on the back cover of race documentation (Road Book of each stage, Service Road Book, CTS booklet, Official Bulletins, 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

ON-SITE PRESENCE AT THE "1000 MIGLIA VILLAGE"

- availability of N. 1 facility* (min. 25 sqm. – max. 30 sqm.) in Piazza della Vittoria, Brescia, for product/service display initiatives and/or public relations activities during opening days and hours, including up to N. 10 staff accreditations issued according to the Accreditation Policy
  [* the facility will be supplied by the Organizer with the Event's coordinated branding on the exterior and will include a desk, stool and electrical connection. Internal customization may be carried out by the Sponsor at its own expense. Any waiver of the use of the facility must be communicated by no later than January 29th; such waiver shall not result in any reduction of the sponsorship fee. In the event of late notice, the Organizer reserves the right to charge a penalty if the space cannot be reassigned.]

ADVERTISING

- N. 1 promotional video of the Sponsor to be played on screens located in the Paddock and/or Village and/or Race Start/Finish areas (repetitions will be proportional to the total number of sponsors entitled to this benefit)
- N. 1 advertising page of the Sponsor inside the *1000 Miglia Diary*

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 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]

PRESS & COMMUNICATION

- right to use the "1000 Miglia" trademark (Red Arrow) for general corporate communication purposes
- right to use the "event edition" logo for general corporate communication purposes
- 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

- N. 1 native article introducing the Sponsor partnership and/or a special activation within the dedicated section of the website *1000miglia.it*, according to the 1000 Miglia editorial calendar. The presentation article shall be published annually
- possibility to organize a corporate press conference or similar initiative to promote the sponsorship of the 1000 Miglia and the participation in the race, with the presence of representatives from 1000 Miglia S.r.l. and the use of official event materials
- 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. 2 social media activations 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. 3 "Sponsor" car stickers for the inclusion of N. 3 modern company vehicles (non-historic cars) within the 1000 Miglia convoy for Sponsor public relations and/or content creation activities
- N. 4 complimentary official event *Welcome Bag*
- N. 6 "Sponsor" passes for the Sponsor's company representatives, valid for access to Event areas (e.g. Paddock, Village, Start and Finish Areas, lunches and dinners along the route, Closing Party and Prize-Giving Ceremony)
- N. 30 invitations granting access to the *"1000 Miglia Village"* + *"1000 Miglia Paddock"* during opening days and hours
- N. 6 invitations to attend the Race's Start and Finish in Brescia within the areas reserved for Sponsors
- N. 6 "lunch/dinner" vouchers to be used during the Event at official Race lunches and dinners
- N. 6 invitations to the Closing Party and Prize-Giving Ceremony in Brescia
  N. 2 invitations to the *"1000 Miglia & Partners"* (if confirmed), including the opportunity for a Sponsor representative to deliver a speech (if scheduled in the program)
  [*annual networking initiative dedicated to 1000 Miglia stakeholders]

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. 6 complimentary copies of the *1000 Miglia Diary*
- N. 6 complimentary copies of the *Yearbook 1000 Miglia*

OPTIONAL BENEFITS SUBJECT TO EXTRA FEE

(valid only for the 2027 edition; TBD for the 2028 and 2029 editions)

- 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 the interior set-up of the exhibition module at the *"1000 Miglia Village"* based on a shared project

  Fee: on request

- possibility to request* N. 1 exhibition space at the *"1000 Miglia Paddock"*
  [* the request must be submitted to 1000 Miglia no later than 8 weeks prior to the start of the Event and will be accepted subject to space availability]

  Fee: on request

- possibility to request the set-up of the exhibition space at the *"1000 Miglia Paddock"* based on a mutually agreed project

  Fee: on request

- possibility to agree on a package or specific services* 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

(valid only for the 2027 edition; TBD for the 2028 and 2029 editions)

5.0% discount on the standard rates of the "additional services" purchased through dedicated personnel by 15 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 € 100.000,00	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 Special Race 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 above mentioned Special 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.

COPPA DELLE ALPI BY 1000 MIGLIA – EDITION 2027, 2028, 2029

RACE PREMIUM SPONSOR

MARKETING RIGHTS & BENEFITS

PARTICIPATION IN THE RACE

- admission of max. N. 4 cars in the Race according to the categories specified in the Special Race Regulations (SRR) available on *www.1000miglia.it* (in the section dedicated to the Event) upon payment of the separate entry fee (*Basic* or *Gold*, as the participants' choice) established for the Event
- possibility to create a "Sponsor Team" including the N. 4 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. 4 cars can be identified with a specific decal on their body as indicated in the Special Race Regulations
- back- office assistance by dedicated personnel for any fulfillment related to the registration of the N. 4 cars and crews of the "Sponsor Team" until the starting of the race
- dedicated lane and time slots for the administrative check by appointment for the crews of the "Sponsor Team"
- reserved parking lots at the Paddock for the cars of the "Sponsor Team"

HOSPITALITY

- hotel pre-check-in for the N. 4 crews' members of the Sponsor at the race's city stages subject to the Hospitality department's policy

VISIBILITY

- sponsor's brand exposure - in proportion to the other sponsorship levels – on:
  - 1000 Miglia official website: Event section and Partner page
  - footer in the information e-newsletters of *Coppa delle Alpi* distributed during the Event's days
  - staging and branding materials (e.g. backdrop, roll-up, banner, etc.)
  - multi-sponsor acknowledgment page within the promotional materials (e.g. Event Program, Hospitality Guide, etc.)
  - multi-sponsor acknowledgment page on the back cover of race documentation (Road Book, Official Bulletins, etc.)

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 of the Sponsor to be played* on screens at the event venues to be defined by the Organizer
  (* repetitions will be proportional to the total number of sponsors entitled to this benefit)
- N. 1 advertising page of the Sponsor inside the *Hospitality Guide*

DIRECT MARKETING

- possibility to insert promotional materials or gadgets (subject to approval) in the *Welcome Bag* delivered to competitors following sporting checks at the Paddock
- possibility to distribute gifts* to competitors at the Paddock and race's Start/Finish area of the city stages through hostess/steward
  [* service at Sponsor's expense and subject to prior agreement with 1000 Miglia]

PRESS & COMMUNICATION

- use of the event's logo for general corporate communication purposes (not for product promotion)
- 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 *Coppa delle Alpi*'s online and offline press kits used for official Conferences
- N. 1 native article introducing the Sponsor partnership and/or a special activation within the dedicated section of the website *1000miglia.it*, according to the 1000 Miglia editorial calendar. The presentation article shall be published annually. Alternatively, N. 1 Sponsor's e-newsletter addressed to the race competitor's database, via 1000 Miglia's internal emailing system, subject to prior sharing and approval of the content by 1000 Miglia; the e-mailing schedule is subject to 1000 Miglia's official communication calendar
- 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 13th, 2027
- activities to be agreed within 1000 Miglia's official social media channels (for example only: partnership announcement posts, interviews with company representatives or brand ambassadors, reels, video clips, sharing of partner content, etc.). Proposed content shall be subject to 1000 Miglia approval and published according to the editorial calendar

PUBLIC RELATIONS & CEREMONIES

- N. 2 "Sponsor" car stickers for the inclusion of N. 2 modern company vehicles (non-historic cars) within the *Coppa delle Alpi* convoy for Sponsor public relations and/or content creation activities
- N. 2 complimentary official event *Welcome Bags*

- N. 4 invitations for the Sponsor's company representatives, valid for access to the Paddock, Lunches and Dinners along the route, Closing Dinner and Prize-Giving Ceremony
- up to N. 4 invitations to the Lunches along the route (upon reservation and availability)
- N. 2 invitations to the Awarding Ceremony, including the Closing Dinner

Note: all the above-mentioned passes and 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 BENEFIT SUBJECT TO EXTRA FEE

(valid only for the 2027 edition; TBD for the 2028 and 2029 editions)

- possibility to agree on a package or specific services* 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]

1000 MIGLIA EXPERIENCE ITALY – EDITION 2027, 2028, 2029

RACE PREMIUM SPONSOR

MARKETING RIGHTS & BENEFITS

PARTICIPATION IN THE RACE

- admission of max. N. 2 cars in the Race according to the categories specified in the Special Race Regulations (SRR) available on *www.1000miglia.it* (in the section dedicated to the Event) upon payment of the separate entry fee established for the Event
- 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 indicated in the Special Race Regulations)
- back- office assistance by dedicated personnel for any fulfillment related to the registration of the N. 2 cars and crews of the "Sponsor Team" until the starting of the race
- dedicated lane and time slots for the administrative check by appointment for the crews of the "Sponsor Team"
- reserved parking lots at the Paddock for the cars of the "Sponsor Team"

HOSPITALITY

- hotel pre-check-in for the N. 2 crews' members of the Sponsor at the race's city stages subject to the Hospitality department's policy

VISIBILITY

- sponsor's brand exposure - in proportion to the other sponsorship levels – on:
  - 1000 Miglia official website: Event section and Partner page
  - footer in the information e-newsletters of *1000 Miglia Experience Italy* distributed during the Event's days
  - staging and branding materials (e.g. backdrop, roll-up, banner, etc.)
  - multi-sponsor acknowledgment page within the promotional materials (e.g. Event Program, Hospitality Guide, etc.)
  - multi-sponsor acknowledgment page on the back cover of race documentation (Road Book, Official Bulletins, etc.)

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 of the Sponsor to be played on screens at the event venues to be defined by the Organizer
  (repetitions will be proportional to the total number of sponsors entitled to this benefit)
- N. 1 advertising page of the Sponsor inside the *Hospitality Guide*

DIRECT MARKETING

- possibility to insert promotional materials or gadgets (subject to approval) in the *Welcome Bag* delivered to competitors following sporting checks at the Paddock
- possibility to distribute gifts* to competitors at the race's Start/Arrival area of the city stages through hostess/steward
  [* service at Sponsor's expense and subject to prior agreement with 1000 Miglia]

PRESS & COMMUNICATION

- use of the event's logo for general corporate communication purposes (not for product promotion)
- company profile (max. 600 characters) on a dedicated page within the Event section of the website *1000miglia.it*
- N. 1 native article introducing the Sponsor partnership and/or a special activation within the dedicated section of the website *1000miglia.it*, according to the 1000 Miglia editorial calendar. The presentation article shall be published annually. Alternatively, N. 1 Sponsor's e-newsletter addressed to the race competitor's database, via 1000 Miglia's internal emailing system, subject to prior sharing and approval of the content by 1000 Miglia; the e-mailing schedule is subject to 1000 Miglia's official communication calendar
- 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 March 15th, 2027
- activities to be agreed within 1000 Miglia's official social media channels (for example only: partnership announcement posts, interviews with company representatives or brand ambassadors, reels, video clips, sharing of partner content, etc.). Proposed content shall be subject to 1000 Miglia approval and published according to the editorial calendar

PUBLIC RELATIONS & CEREMONIES

- N. 1 "Sponsor" car sticker for the inclusion of N. 1 modern company vehicle (non-historic car) within the *1000 Miglia Experience Italy* convoy for public relations activities
- N. 2 invitations for the Sponsor's company representatives, valid for access to the Paddock, Lunches and Dinners along the route, Closing Dinner and Prize-Giving Ceremony
- N. 4 invitations to the Lunches along the route (upon reservation and availability)

- N. 2 invitations to the Awarding Ceremony, including the Closing Dinner (TBC)

Note: all the above-mentioned passes and 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 BENEFIT SUBJECT TO EXTRA FEE

(valid only for the 2027 edition; TBD for the 2028 and 2029 editions)

- possibility to agree on a package or specific services* 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]