

Brescia, 15th December 2017

PUBLIC NOTICE – EXPRESSION OF INTEREST FOR THE SPONSORING OF THE MOTORSPORT EVENT “1000 MIGLIA 2018”

1000 Miglia S.r.l. is a wholly-owned subsidiary of the Automobile Club of Brescia, and stages the yearly 1000 Miglia reenactment race. As such, 1000 Miglia Srl is pleased to announce that it is searching companies wishing to become “Race Sponsor” of the 2018 event.

To this end, **No 3** different sponsorship categories, with no industry exclusive rights, have been defined:

- 1000 MIGLIA FRIEND** of € 30,000.00 (thirty thousand//00)
- 1000 MIGLIA PASSION** of € 50,000.00 (fifty thousand//00)
- 1000 MIGLIA MAIN SPONSOR** of € 100,000.00 (one hundred thousand//00)

The marketing rights and benefits for each above-mentioned category are illustrated in the enclosed charts.

Companies wishing to take this opportunity are kindly requested to send a formal letter, stating their interest to become one of the 1000 Miglia 2018 sponsors and indicating the category and fee for what they would like to apply, only by using the following certified e-mail address (PEC) 1000miglia@legalmail.it within 12:00 a.m. of **15th January 2018**.

Please note that 1000 Miglia srl will not accept expressions of interest from economic operators belonging to sectors which are already assigned with existing sponsorship and/or sub-licensing contracts: Watches, Jewellery, Glasses, Perfumes, Luxury Pens, Wines, Tyres and Classic Car Restoration. Furthermore, it will not take into consideration even offers concerning the following sectors: Automotive Manufacturer Companies, Banks and Credit Institutes, Airlines Companies.

In any case, 1000 Miglia Srl reserves its right not to assign the sponsorships to proposing companies which might be not in line with the values and the image of the 1000 Miglia company, the event itself and the brand.

Only for the “Main sponsor” category, 1000 Miglia reserves the right to consider the renewal request of the aforementioned sponsorship for a maximum of two editions (2019 and 2020). The request must be submitted together with the expression of interest referred to this public notice.

In this regard, please note that the commercial proposal “Main Sponsor” relating to editions 2019 and 2020 may undergo additions and changes in the marketing rights and benefits and therefore be subject to an increase up to 30% on €100,000.00 (one hundred thousand//00).

The year sponsorship contract will last from date of its signature until 30th June 2018.

The sponsoring fee shall be paid in two different tranches as per the following deadlines:

- 50% at the contract signing and within 31st January 2018
- 50% by 31st March 2018

Any renewal for the “Main Sponsor” category referred to above, will entail the payment of the total fee in two installments each, expiring on 30th September 2018 and 31st March 2019 (for the year 2018) and 30th September 2018 and 31st March 2019 (for the year 2019).

Further information about the 1000 Miglia are available on the following official website:
www.1000miglia.it/index-en.php

It is specified that, the signing of the sponsorship contract is subject to verification of the absence of causes impeding the stipulation pursuant to art. 80 of the Italian Code of Public Contracts (Legislative Decree 50/2016).

FRIEND SPONSOR – 1000 Miglia 2018

marketing rights and benefits

Industry exclusivity not included

Use of the 1000 Miglia logo (the Red Arrow) within sponsor's communications materials ATL/BTL not included

[the 1000 Miglia logo cannot be used for sub-licensing purposes]

Sponsor logo visibility within the 1000 Miglia communication program

[position and size will be proportional to sponsor categories and final number of sponsor. The following list of materials is intended to be for example]

Below the line - BTL:

- event brochure
- poster & mini-poster
- official event program
- road book, rules & regulation brochures
- event pass

Official Catalogue or other publication works:

- logo in the sponsor's recognition page

Web:

- logo in the partner section
- reverse link to the sponsor website
- sharing of post & pictures on 1000 Miglia official social network

E-newsletter:

- logo in the template
- space within a joint newsletter for sponsorship category addressed to the 1000 Miglia website registered users, via the internal system

Media Relation e PR

- quote in the fact-sheet about sponsor & partner inserted in the 1000 Miglia Press Kit
- media synergies with the 1000 Miglia Communication agency
- complimentary copy of the Press Review and event brochure
- support service for the registration of the sponsor's media team onto the dedicated website

Invitation and Accreditation

- n. 5 Pass to access the Village and the Sealing ceremony
- invitations to see the start/arrival of the Race in Brescia, on the Tribunes, in keeping with the level and number of total sponsor as well as places available
- max. 5 "staff passes" to be used by sponsor's personnel working at the event (*)

(*) passes do not include access to lunch-break and dinner venues

Race

- admission of max. n.1 eligible car to the Race, subject to payment of the separate registration fee and according to requirements and deadlines specified in the Race Rules document published on the 1000 Miglia website (RPG)
- dedicated support & assistance for the Scrutineering and Technical checks at the Paddock

Additional benefit

- n. 2 complimentary copies of the 1000 Miglia official Catalogue or other publication works
- possibility to deliver a present to the participants, to be discussed and agreed with 1000 Miglia srl
- possibility to organize a corporate event to promote the partnership with the 1000 Miglia, in Brescia during the event or in different places and dates always in cooperation with the 1000 Miglia company

FEE: € 30,000.00 + VAT

PASSION SPONSOR – 1000 Miglia 2018

marketing rights & benefits

Industry exclusivity not included

Use of the 1000 Miglia logo (the Red Arrow) within sponsor's communications materials ATL/BTL not included

[the 1000Miglia logo cannot be used for sub-licensing purposes]

Sponsor logo visibility within the 1000 Miglia communication program

[position and size will be proportional to sponsor categories and final number of sponsor. The following list of materials is intended to be for example]

Below the line - BTL:

- event brochure
- poster & mini-poster
- official event program
- road book, rules & regulation brochures
- event pass

Staging & fittings:

- main backdrop at start/finish line in Brescia e Roma
- backdrop, roll-up and banners

Official Catalogue or other publication works:

- logo in the sponsor's recognition page

Cars:

- logo on numbered stickers for the 1000 Miglia Staff cars

Web:

- logo in the partner section
- reverse link to the sponsor website
- sharing of post & pictures on 1000 Miglia official social network

E-newsletter:

- logo in the template
- n. 1 e-newsletter addressed to the 1000 Miglia website registered users, via the internal system

Media Relation e PR

- quote in the fact-sheet about sponsor & partner inserted in the 1000 Miglia Press Kit
- media synergies with the 1000 Miglia Communication agency
- complimentary copy of the Press Review and event brochure
- support service for the registration of the sponsor's media team onto the dedicated website

Invitation and Accreditation

- n. 10 Pass to access the Village and the Sealing ceremony
- invitations to see the start/arrival of the Race in Brescia, on the Tribunes, in keeping with the level and number of total sponsor as well as places available
- max. 5 "staff passes" to be used by sponsor's personnel working at the event (*)

(*) passes do not include access to lunch-break and dinner venues

Race

- admission of max. n. 2 eligible cars to the Race, subject to payment of the separate registration fee and according to requirements and deadlines specified in the Race Rules document published on the 1000 Miglia website (RPG)
- possibility to create a "Sponsor Team" which includes the cars registered from the sponsor and admitted to the Race, according to Terms and Conditions provided in the Race Rules and Regulations published on the 1000 Miglia website (RPG)
- dedicated support & assistance for the Scrutineering and Technical checks at the Paddock

Additional benefit

- n. 3 complimentary copies of the 1000 Miglia official Catalogue or other publication works
- possibility to deliver a present to the participants, to be discussed and agreed with 1000 Miglia srl
- possibility to organize a corporate event to promote the partnership with the 1000 Miglia, in Brescia during the event or in different places and dates always in cooperation with the 1000 Miglia company

FEE: € 50,000.00 + VAT

OPTIONAL RIGHTS UPON ADDITIONAL FEE

- supply of n. 1 tents/gazebos at the Village in Brescia or adjacent area, each including n.1 desk and n.2 chairs as well as power supply (*)
€ 15,000.00 + VAT
- Possibility of adhering to the "Guest Car" formula (see descriptive sheet attached at the end of the document) according to the procedures and terms specified in the Official Race Regulations, available for consultation on the website <http://www.1000miglia.it/Edizione-2018/Norme-e-regolamenti/>

(*) supply of the tent is subject to the approval of the 1000 Miglia company depending on eventual limitations related to the location and eventual restrictions given by the local Authorities

(*) this option includes additional n. 10 passes for the Village and Sealing Ceremony

MAIN SPONSOR

marketing rights & benefits

Industry exclusivity not included

Use of the 1000 Miglia logo (the Red Arrow) within sponsor's communications materials ATL/BTL

[the 1000Miglia logo cannot be used for sub-licensing purposes]

Sponsor logo visibility within the 1000 Miglia communication program

[position and size will be proportional to sponsor categories and final number of sponsor. The following list of materials is intended to be for example]

Below the line - BTL:

- event brochure
- poster & mini-poster
- official event program
- road book, rules & regulation brochures
- event pass

Staging & fittings:

- main backdrop at start/finish line in Brescia e Roma
- backdrop, roll-up and banners

Official Catalogue or other publication work:

- logo in the sponsor's recognition page

Cars:

- logo on numbered stickers for the 1000 Miglia Staff cars

Web:

- logo in the partner section
- reverse link to the sponsor website
- sharing of post & pictures on 1000 Miglia official social network

E-newsletter:

- logo in the template
- n. 1 e-newsletter addressed to the 1000 Miglia website registered users, via the internal system

Media Relation e PR

- quote in the fact-sheet about sponsor & partner inserted in the 1000 Miglia Press Kit
- media synergies with the 1000 Miglia Communication agency
- complimentary copy of the Press Review and event brochure
- support service for the registration of the sponsor's media team onto the dedicated website

Invitation and Accreditation

- n. 50 Pass to access the Village and the Sealing ceremony
- invitations to see the start/arrival of the Race in Brescia, on the Tribunes, in keeping with the level and number of total sponsor as well as places available
- max. 10 "staff passes" to be used by sponsor's personnel working at the event (*)

(*) passes do not include access to lunch-break and dinner venues

Race

- admission of max. n. 5 eligible cars to the Race, subject to payment of the separate registration fee and according to requirements and deadlines specified in the Race Rules document published on the 1000 Miglia website (RPG)
- possibility to create a "Sponsor Team" which includes the cars registered from the sponsor and admitted to the Race, according to Terms and Conditions provided in the Race Rules and Regulations published on the 1000 Miglia website (RPG)
- dedicated support & assistance for the Scrutineering and Technical checks at the Paddock

Showcasing

- supply of n. 1 tents/gazebos at the Village in Brescia or adjacent area, each including n.1 desk and n.2 chairs as well as power supply (*)

(*) supply of the tent is subject to the approval of the 1000 Miglia company depending on eventual limitations related to the location and eventual restrictions given by the local Authorities

(*) possibility to apply for the supply of n.1 additional tent: € 10.000

Additional benefit

- possibility for a sponsor representative to consign one of the official prizes
- possibility to insert communications materials inside the "welcome bag kit" provided to participants at the paddock
- possibility to deliver a present to the participants
- possibility to organize a corporate event to promote the partnership with the 1000 Miglia, in Brescia during the event or in different places and dates always in cooperation with the 1000 Miglia company
- n. 5 complimentary copies of the 1000 Miglia official Catalogue or other publication works

FEE: € 100,000.00 + VAT

OPTIONAL RIGHTS UPON ADDITIONAL FEE

- Possibility of adhering to the "Guest Car" formula (see descriptive sheet attached at the end of the document) according to the procedures and terms specified in the Official Race Regulations, available for consultation on the website <http://www.1000miglia.it/Edizione-2018/Norme-e-regolamenti/>

“GUEST CAR FORMULA” Descriptive Card

In order to allow the 1000 Miglia “Passion” and “Main” sponsors to implement public relations and hospitality or engagement marketing initiatives, 1000 Miglia Srl has established the “**Guest Car**” formula for a fee of € 10,000.00 (ten thousand//00) + VAT in addition to the entry fee of € 8,000.00 (eight thousand//00) + VAT.

The formula established that the **sponsor** has the opportunity to appoint, within the vehicles belonging to his “Sponsor Team”, one or more cars called “**Guest Car**”. A participant who enters a “Guest Car” car is allowed to enter a maximum of 6 drivers for the said vehicle.

The sponsor will also have the right to enter a modern car which will have a special “sticker” in order to fully follow the convoy with the sole limitation of access to the time trial zones or any other areas with special access restrictions.

The drivers associated with the “Guest Car” will be able to:

- a) **alternate** when driving as **driver and navigator**, during the four days of the race, if they have passed the administrative checks in Brescia, in the days before the start of the race, as required by the Specific Race Regulations (point 8.1);
- b) **alternate** when driving **with the sole function of navigator** if they have passed the administrative checks at the intermediate points arranged by the Organizer along the route, after the race has already started in Brescia.

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.

It is possible to replace the names of the crew members, with the exception of the driver who entered the car into the race as a “Private Entrant”. In this case, the amount of € 366 (three hundred sixty-six//00) provided for all the other participants not included in the “Sponsor Team” will not be applied, as a right of secretariat.

The “Guest Cars” will be classified exclusively in a specific ranking and not in the general 1000 Miglia ranking.

The “sticker” with which the car will be identified in the race is the same as all the other participants.

The signalling of the “Guest Car” and of the drivers associated with it must be done by 31st January 2018.

The overall amount of € 18,000.00 (eighteen thousand//00) + VAT (equal to € 8,000.00 entry fee + € 10,000.00 “Guest Car” fee) includes:

- complete hospitality in n° 3 double rooms for the drivers linked to the “Guest Car” for overnight stays in Brescia, Cervia-Milano Marittima, Rome and Parma
- “all access” passes including access to the lunches and dinners en route (departure lunch, dinner in Cervia-Milano Marittima, second-leg lunch break, dinner in Rome, third-leg lunch break, dinner in Parma and lunch at the end of the race, access to the awards ceremony)
- “Guest Car” round stickerkit to be applied exclusively onto the modern car following the “Guest Car”
- additional road-book service kit