



XPERIENCE

GREECE

Athens, 7-11 October 2025

v.03-2025

Organized by:



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 **MIGLIA** SRL

ABOUT

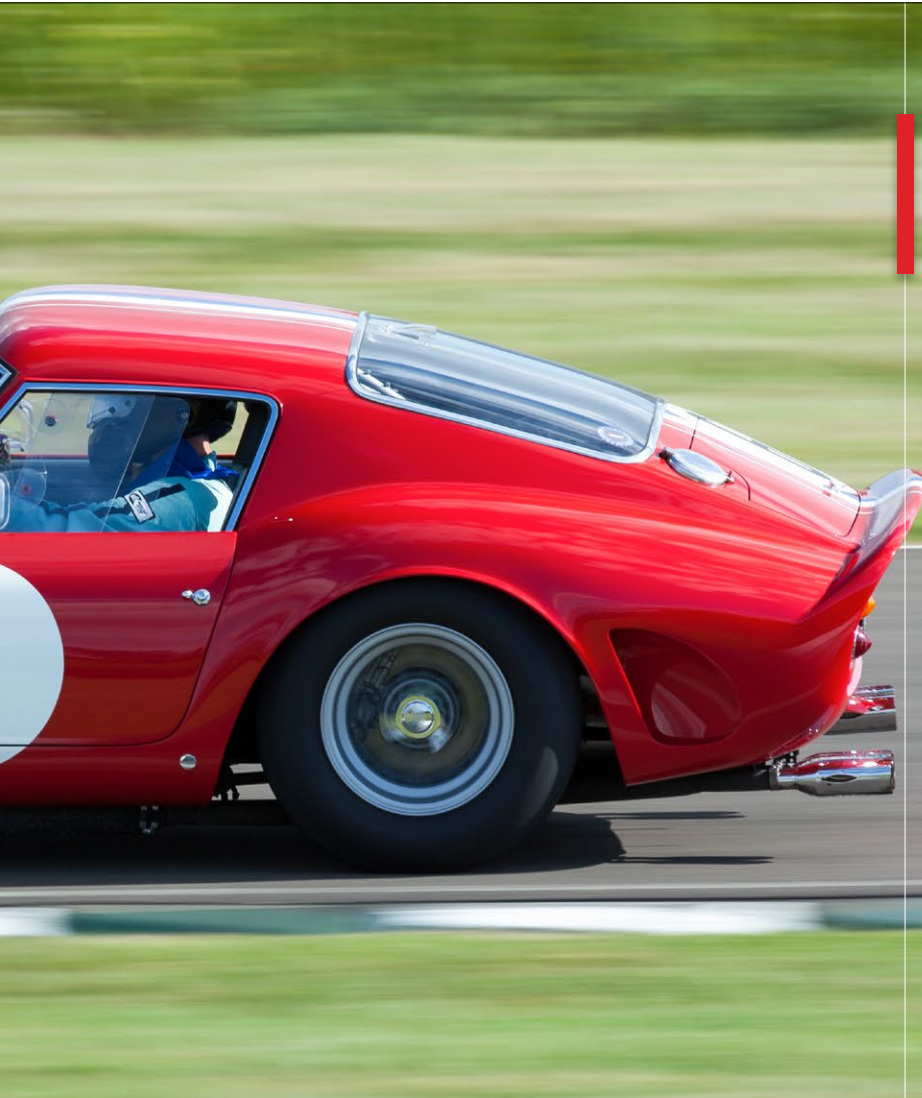
1000 MIGLIA EXPERIENCE GREECE

The Most Beautiful “Race” in the World,

the 1000 Miglia is a legendary vintage car rally originating from Italy. In 2025, it arrives in Greece for a spectacular four-day event (October 8-11), featuring iconic routes, skill-building and Mediterranean charm.

This event showcases elegance, history, and automotive excellence, blending competitive racing with cultural exploration.

The 1000 Miglia Experience Greece is a tribute to heritage, precision, and unmatched beauty-set against Greece’s breathtaking landscapes, rich cultural heritage and world-class hospitality.



Why Partner with Us?

- **Elite Audience & Global Reach:**
Engage with an affluent, high-net-worth audience passionate about luxury, heritage, and automotive excellence.
- **Prestige & Exclusivity:**
Align your brand with a world-renowned event that epitomizes class, craftsmanship, and adventure.
- **Exceptional Visibility:**
Benefit from extensive media coverage, high-profile attendees, and premium networking opportunities.
- **Experiential Marketing:**
Create unforgettable brand activations in a setting that blends history, performance, and Mediterranean charm.



GREECE

Let's drive success together.



With Greece offering a unique blend of culture, scenic beauty, and warm hospitality, this event presents an exceptional opportunity for strategic partnerships that go beyond traditional sponsorships.

Join us in shaping an unforgettable experience that captivates audiences worldwide.

The 1000 Miglia Experience Greece includes the following four (4) categories

1

1000 Miglia Experience Greece Eligible (1927 - 1957)

This class honors cars eligible for the original Mille Miglia, featuring historic vehicles with certifications like FIVA and Registro 1000 Miglia Experience Greece.

Participants will experience the nostalgia and challenge of navigating classic routes in these vehicles that shaped the very foundation of car racing.

2

Classic Cars Class (1927 - 1957)

This class celebrates iconic cars from the early years of automotive racing, up to 1957, which may not meet the eligibility criteria for the original Mille Miglia or lack certifications like Registro 1000 Miglia Experience Greece.

Participants will immerse themselves in the spirit of the era, navigating classic routes in vehicles that define the golden age of racing.



3

Classic Cars Class

(1958 - 1994)

Dedicated to car automotive enthusiasts and collectors of vehicles from the '60s to the '90s, this class highlights an era of significant evolution in automotive design and technology.

It offers a platform for showcasing the style and engineering advancements that characterized the late 20th century.

4

Gt & Supercars

(1994 - 2024)

Focusing on the thrill of modern supercars for a group aimed at a high spending tier of passionate enthusiasts, this class anticipates the future of automotive collecting.

Owners of today's high-performance vehicles will have the opportunity to drive their cars for approximately 1,100 km, while enjoying top-tier hospitality, laying the foundation for what may become the classic cars of future generations.





Event ROUTE

8/10/2025 (Leg 1)

Start: **Acropolis**

End 1st leg event: **Nafplio** 

9/10/2025 (Leg 2)

Start: **Nafplio**

End 2nd leg event: **Costa Navarino** 

10/10/2025 (Leg 3)

Start: **Costa Navarino**

End 3rd leg event: **Agioi Theodoroi** 

11/10/2025 (Leg 4)

Start: **Agioi Theodoroi**

End 4th leg event: **Athens** 





SPONSORSHIP

OPPORTUNITIES



EVENT MAIN

SPONSORSHIPS



EVENT MAIN

SPONSOR 2025

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GENERAL CONDITIONS



Use of the
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for general corporate
communication
purposes



Industry
exclusivity

EVENT MAIN SPONSOR 2025

MARKETING
RIGHTS
& BENEFITS



PARTICIPATION IN THE EVENT

- Admission up to **4 classic cars**.
- A Sponsor Team may be created, with 4 cars registered by the Sponsor.
- Back-office assistance is available for registration and crews.
- A reserved parking area is available for the Sponsor Team's N. 4 cars. Hospitality services included.
- Administrative checks can be done in a dedicated area.

HOSPITALITY

- Hotel pre-check-in and reduced fees for additional services.

VISIBILITY

- 1000 Miglia Experience Greece's official website, e-newsletters, staging and fitting, promotional materials, and multi sponsor recognition pages in official publications, event documents, and technical and staff cars. This exposure is proportional to other sponsorship levels.

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 hies in the required formats and deadline.



ADVERTISING

- Sponsors can be advertised through promotional videos, 2 pages in the **"1000 Miglia Experience Greece Official Guide"**, and direct marketing through a welcome-bag and gifts at the **"1000 Miglia Experience Greece Village"**.
- Press and communication include a company profile on the event section of the <https://1000migliaexperiencegreece.gr/> , a presentation in the sponsor fact-sheet, and a one-time news presentation on the website.
- A corporate press conference or event can be organized with 1000 Miglia Experience Greece representatives' participation.
- The sponsor has the right to collaborate with 1000 Miglia Experience Greece on a communication plan, developed through institutional channels, and subject to approval. Activities will be agreed upon within 1000 Miglia Experience Greece's social channels, and the sponsor's content must be approved by 1000 Miglia Srl. A photo report will be provided at the end of the event.

PUBLIC RELATIONS & CEREMONIES

- Sponsors receive 2 "Sponsor" car stickers, 4 invitations to the Opening Event and Grand Gala Dinner & Awards Ceremony, 20 invitations to the "1000 Miglia Experience Greece Village", 4 invitations to see the starting point and termination of the Event and 2 invitations to the "1000 Miglia Experience Greece Day" networking initiative.

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.

- 6 Copies of The "1000 Miglia Experience Greece Official Guide" and "Yearbook". In case more copies are required, they will be available for purchase. Additional benefits include the "Guest Car" formula subscription, additional facility requests at the "1000 Miglia Experience Greece Village," and the interior set-up of the exhibition module based on a shared project.
- The event offers various options for attendees, including requesting an exhibition space for a fee of €25/sq.m, arranging the interior setup of the exhibition module based on a shared project, agreeing on additional visibility packages or services, and purchasing additional invitations for the main event locations.

Note: Size of the exhibition booth to be advised according to the location chosen.

- Additional invitation packages are available upon request.





EVENT PASSION

SPONSORSHIPS



EVENT PASSION

SPONSOR 2025

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GENERAL CONDITIONS _____



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EVENT PASSION SPONSOR 2025

MARKETING
RIGHTS
& BENEFITS





PARTICIPATION IN THE EVENT

- Admission up to **2 classic cars**.
- A Sponsor Team may be created, with 4 cars registered by the Sponsor.
- Back-office assistance is available for registration and crews.
- A reserved parking area is available for the Sponsor Team's N. 2 cars. Hospitality services included.
- Administrative checks can be done in a dedicated area.

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HOSPITALITY

- Hotel pre-check-in for and reduced fees for additional services. (Subject to availability)

VISIBILITY

- 1000 Miglia Experience Greece's official website, staging and fittings, promotional materials, and multisponsor recognition pages in official publications and event documents. This is proportional to other sponsorship levels.

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 hies in the required formats and deadline.

ADVERTISING

- 1 advertising page of the Sponsor inside the **"1000 Miglia Experience Greece Official Guide"**.
- Press and communication include a company profile on the event section of the <https://1000migliaexperiencegreece.gr/> , a presentation in the sponsor fact-sheet, and a one-time news presentation on the website.
- The sponsor has the right to collaborate with 1000 Miglia Experience Greece on a communication plan, developed through institutional channels, and subject to approval. Activities will be agreed upon within 1000 Miglia Experience Greece's social channels, and the sponsor's content must be approved by 1000 Miglia Srl. A photo report will be provided at the end of the event.

PUBLIC RELATIONS & CEREMONIES

- Sponsor receives 1 "Sponsor" car sticker, 3 invitations to the Opening Event and Grand Gala Dinner & Awards Ceremony, 10 invitations to the "1000 Miglia Experience Greece Village", 4 invitations to see the starting point and termination of the Event and 2 invitations to the "1000 Miglia Experience Greece Day networking initiative.

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.

- 4 Copies of the "1000 Miglia Experience Greece Official Guide" and "Yearbook". In case more copies are required, they will be available for purchase.
- Additional benefits include the "Guest Car" formula subscription and the ability to request a facility at the "1000 Miglia Experience Greece Village" for product/service exhibitions and public relations initiatives for a fee of €25/sq.m. The facility will be supplied by the event organizer and confirmed 8 weeks prior to the event.

Note: Size of the exhibition booth to be advised according to the location chosen. Request the exhibition module's interior setup at "1000 Miglia Experience Greece Village" based on a shared project.

- Additional visibility packages and services, including lunch and dinner locations, time controls, time trials, and special projects, can be agreed upon request.
- Additional invitation packages are available upon request.



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GREECE

EVENT FRIEND

SPONSORSHIPS

EVENT FRIEND SPONSOR 2025

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GENERAL CONDITIONS



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EVENT FRIEND SPONSOR 2025

MARKETING
RIGHTS
& BENEFITS



PARTICIPATION IN THE EVENT

- Admission up to **1 classic car**.
- Sponsors can identify their car with a specific decal.
- Back-office assistance is available for registration and crews.
- A dedicated Paddock area is available for crew parking and administrative checks.

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HOSPITALITY

- Hotel pre-check-in for and reduced fees for additional services.
(Subject to availability)

VISIBILITY

1000 Miglia Experience Greece's official website, staging and fittings, promotional materials, and multi sponsor recognition pages in official publications and event documents. This is proportional to other sponsorship levels.

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

- 1 Advertising page of the Sponsor inside the "**1000 Miglia Experience Greece Official Guide**".
- Possibility to have hostess/steward* giving out gifts to the event participants at the "Official Guide Village".
- The company profile and presentation on the <https://1000migliaexperiencegreece.gr/> website and in the press kits for conferences are required. A communication plan must be developed in collaboration with 1000 Miglia Experience Greece, subject to approval. A photo report dedicated to the brand or product will be provided by 1000 Miglia Srl.

* service at Sponsor's cost and subject to approval

PUBLIC RELATIONS & CEREMONIES

- Sponsor receives 1 "Sponsor" car sticker, 2 invitations to the Opening Event and Grand Gala Dinner & Awards Ceremony, 5 invitations to the "1000 Miglia Experience Greece Village", 2 invitations to see the starting point and termination of the Event and 2 invitations to the "1000 Miglia Experience Greece Day networking initiative.

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.

- 2 Copies of the "1000 Miglia Experience Greece Official Guide" and "Yearbook". In case more copies are required, they will be available for purchase.
- The 2025 edition offers optional benefits, including the "Guest Car" formula subscription, additional visibility packages for lunch and dinner locations, time controls, time trials and special projects, and the right to purchase additional invitation packages for main event locations.
- Additional services and invitation packages are available upon request.



A faded, blue-tinted image of a vintage open-top car, likely a Fiat 500, with the number 121 on its side. The car is positioned on the left side of the frame, and its image is semi-transparent, serving as a background for the text.

LOCAL SPONSORS

& PARTNERS

A solid red rectangular graphic element located at the bottom right of the page.

INSTITUTIONAL PARTNER BENEFITS

- Logo at the start and finish lines.
- Logo at the winners podium.
- Logo placement on event cars.
- Logo & large banners on signage and large screens around the venue.
- Prominent role in opening and closing ceremonies including speaking opportunities and award presentations.
- Organization of events in collaboration with the institution.
- Promotion of the institution's support in the community and media.
- Participation in press conferences and events.
- Media Coverage before, during and after the event: TV-print-radio-digital and social media.
- Articles / interviews and special broadcasts-live streaming.
- Logos and name on all official documents and promotional materials.
- Access to VIP zones and special events.
- Tickets and Privileges.
- Participation in press conferences and events.





EXCLUSIVE SPORT SPONSOR BENEFITS

- Logo at the start and finish lines.
- Logo at the winners podium.
- Logo placement on events cars.
- Logo & large banners on signage and large screens around the venue.
- Prominent role in opening and closing ceremonies including speaking opportunities and award presentations.
- Opportunity to organize sport activities within the event
- Promotion of the institution's support in the community and media.
- Media Coverage before, during and after the event: TV-print-radio-digital and social media.
- Articles/interviews and special broadcasts-live streaming.
- Logos and name on all official documents and promotional materials.
- Access to VIP zones and special zones.
- Tickets and Privileges.
- Participation in press conferences and events.

SPONSORS BENEFITS

- Logo on signage and large screens around the venue.
- Logos and large banners on selected areas of the venue.
- Product placement / sampling on special events.
- Media Coverage before, during and after the event: TV-print-radio-digital and social media.
- Logos and name on all official documents and promotional materials.
- Access to VIP zones.
- Tickets and Privileges.



SUPPORTERS BENEFITS

- Logo on signage and large screens around the venue.
- Logos and banners on selected areas of the venue.
- Product placement/sampling
- Media Coverage before, during and after the event: TV-print-radio-digital and social media.
- Logos and name on all official documents and promotional materials.
- Access to special zones and events.
- Tickets and Privileges.

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PARTNERS BENEFITS

- Logo on signage and large screens around the venue.
- Services promotion in certain events
- Logo and name on all official documents and promotional materials.
- Limited tickets.

MEDIA PARTNERS COVERAGE & PROMOTION

- TV, radio, print and online coverage.
- Articles, special broadcasts.
- Social media: posts, live streaming.
- Interviews.
- Participation in press events.
- Banners & promotional content.
- Live coverage.

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Thank You

Company details

SAN MARINO SPEED srl via Fondo Ausa 62, Dogana Bassa , 47891 - Repubblica San Marino
E. office3sms@gmail.com

Event Contact information

T. +39 333 1329202 E. info@1000migliaexperiencegreece.gr
www.1000migliaexperiencegreece.gr

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