

22-25

FEBRUARY 2025



XP≡ERIENCE

USA FLORIDA

2025 EDITION

SPONSORSHIP PROSPECTUS



1000 MIGLIA SRL





1000 MIGLIA, THE MOST ICONIC CAR RACE IN THE WORLD, IS
COMING TO MIAMI



2025 EDITION

1000migliaexperienceflorida.us



1000 MIGLIA SRL



1000 MIGLIA

«THE MOST BEAUTIFUL RACE IN THE WORLD»

The **1000 Miglia** was an open-road, motorsport endurance race established in **1926** by Giovanni Canestrini, Franco Mazzotti, Aymo Maggi and Renzo Castagneto. They had the idea of this amazing speed race on open public roads, taking place over a route of 1,600 kilometers (equal to 1000 miles) from Brescia to Rome and back. It's considered the vintage car race par excellence.

Over the years, the race has evolved by opening up to other categories and opening up to innovation. Today the brand is known all over the world with the creation of side events, such as the Experiences, which bring with them all its 1000 Miglia values: **Uniqueness, Experience, Passion, Excellence, Tradition and Innovation.**

<https://1000miglia.it/>



22-25
FEBRUARY 2025

PROGRAM OF THE COMPETITION

2025 EDITION



**1000
MIGLIA** SRL



1000 MIGLIA EXPERIENCE USA FLORIDA

The first edition of the 1000 Miglia Experience USA Florida – a three days competition in full **1000 Miglia regularity race style** – will take place in Florida area from February 22nd (Saturday) to February 25th (Tuesday).

The first day (**February 22nd, Saturday**) will be dedicated to **training and technical and administrative checks** conducted by the race direction to ensure compliance with the procedures and requirements that characterise and distinguish Italian regularity races.

<https://1000migliaexperienceflorida.us>



1000 MIGLIA EXPERIENCE USA FLORIDA

On the first leg (**February 23rd, Sunday**), the 1000 Miglia Experience Florida will depart from **Miami** and will pass through the **Everglades**, **U.S. Route 41** and the **Big Cypress Nature Reserve** to reach **Naples** on Florida's west coast. From Naples the Experience will reach **Tampa**.

On the second leg (**February 24th, Monday**) from **Tampa**, the caravan will cross Florida to reach **Cape Canaveral** before reaching **West Palm Beach** via the iconic **A1A**.

The Experience will end in Miami (**February 25th, Tuesday**), where the caravan will pass through iconic **Miami Beach** and **Coral Gables**.



THE PROGRAM

One day of regularity training and technical and administrative checks followed by a three-day race, in 1000 Miglia Style.

Training Day

February 22nd – Saturday

- Feb. 22** Arrivals and check in
Feb. 22 Regularity training and technical
& administrative checks conducted
by the Italian race direction

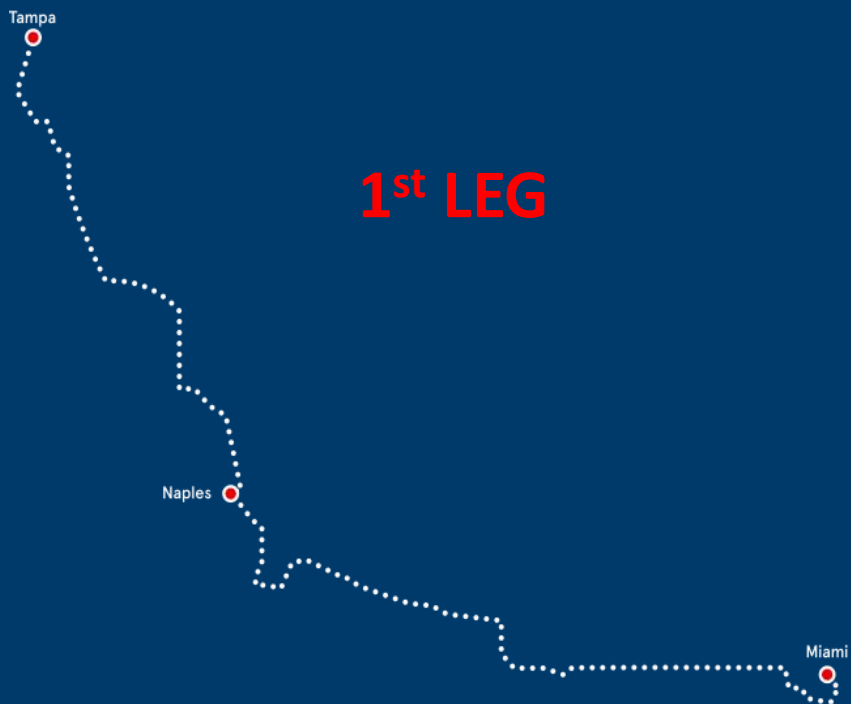
Race Days

February 23rd, 24th and 25th – Sunday, Monday and Tuesday

- Feb. 23** Day 1 > 1° Leg ~ Miami – Everglades
(U.S. Route 41) - Naples - Tampa
Feb. 24 Day 2 > 2° Leg ~ Tampa – Cape Canaveral
West Palm Beach
Feb. 25 Day 3 > 3° Leg ~ West Palm Beach – Miami
Prize Giving Ceremony and Closing Party



23rd FEB, SUNDAY
Miami, Everglades, Naples, Tampa



24th FEB, MONDAY
Tampa, Cape Canaveral,
West Palm Beach



25th FEB, TUESDAY
West Palm Beach,
Miami



22-25
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ADMITTED CARS

2025 EDITION



1000 MIGLIA SRL



ADMITTED CARS

1000 MIGLIA ORIGINAL CAR
CLASS 1927 - 1957



CLASSIC ICONS
CAR CLASS
1958 - 1994



HYPERCAR & SUPERCAR CAR
CLASS
1995 - PRESENT



22-25
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PRIZE - GIVING

2025 EDITION



1000 MIGLIA SRL



PRIZES



COPPA FLORIDA **1000 MIGLIA ORIGINAL CAR CLASS** **1927 - 1957**

Trophies for 1st (Coppa Florida), 2nd and 3rd place.

The winner crew will receive guaranteed acceptance to the 2026 1000 Miglia*

The winner crew will receive complimentary participation to the 2026 1000 Miglia Experience Florida

The second and third top crew will receive guaranteed acceptance to the 2026 1000 Miglia Experience Florida*



COPPA CLASSIC **CLASSIC ICON** **CAR CLASS 1958 - 1994**

Trophies for 1st (Coppa Classic), 2nd and 3rd place.

The winner crew will receive guaranteed acceptance to the 2026 1000 Miglia*



COPPA HYPER **HYPERCAR & SUPERCAR CAR CLASS** **1995 - PRESENT**

Trophies for 1st (Coppa Hyper), 2nd and 3rd place.

The winner crew will receive guaranteed acceptance to the 2026 1000 Miglia Experience Italia*

**Guaranteed acceptances in the 2026 1000 Miglia, in the 2026 1000 Miglia Experience Florida and in the 2026 1000 Miglia Experience Italia are subject to payment of the requested entry fee and entry of an eligible car according to the related Special Race Regulations.*

22-25
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ENTRY FEE

2025 EDITION



1000 MIGLIA SRL



ENTRY FEES:

- EARLY BIRD REGISTRATION BEFORE SEPTEMBER 30th, 2024:

\$ 12.000,00 + Sales tax

- STANDARD ENTRY FEE:

\$ 14.000,00 + Sales tax

Includes:

- 3 nights accommodation in superior hotel in double room (2 people per room)
- Breakfasts, lunches and dinners
- Welcome bag
- Race materials
- Invitation to awarding ceremony

ENTRIES

**From 8th July 2024
to 31st December 2024**

For information:
1000migliaexperienceflorida.us
info@1000migliaflorida.com

22-25
FEBRUARY 2025

STATISTICS

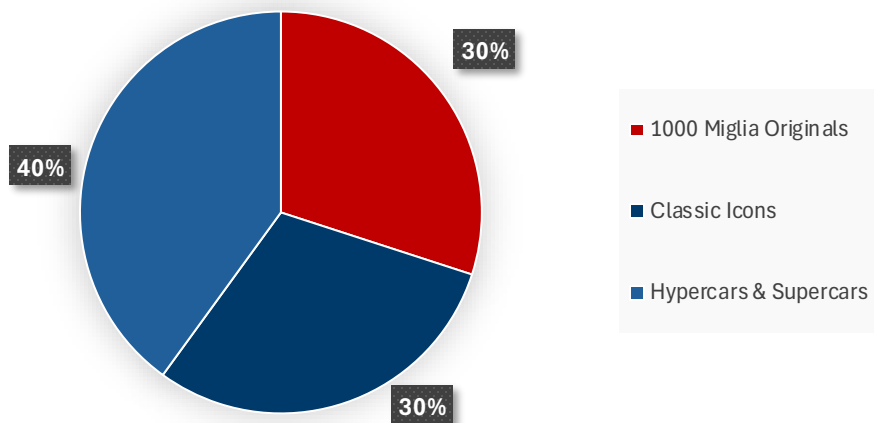
2025 EDITION



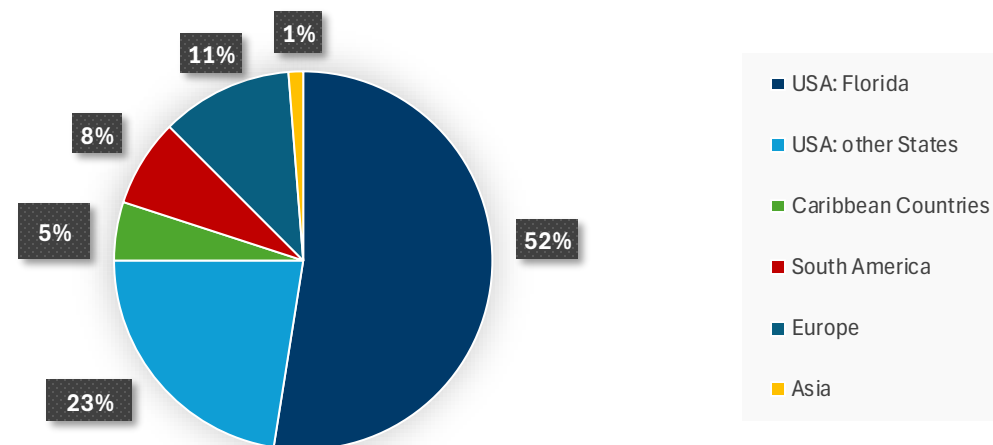
1000 MIGLIA SRL



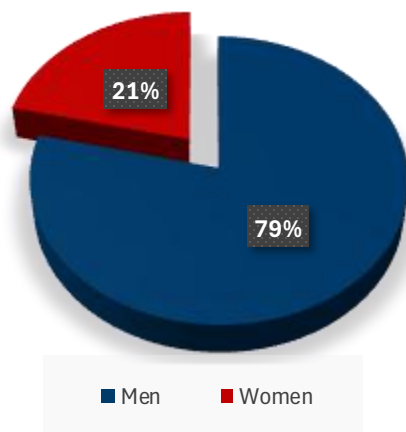
CAR CATEGORIES



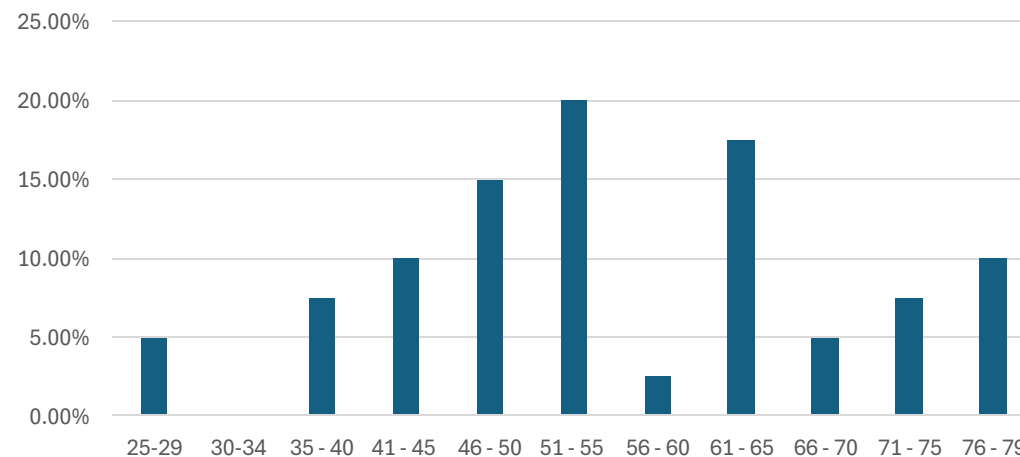
COUNTRIES/CONTINENTS



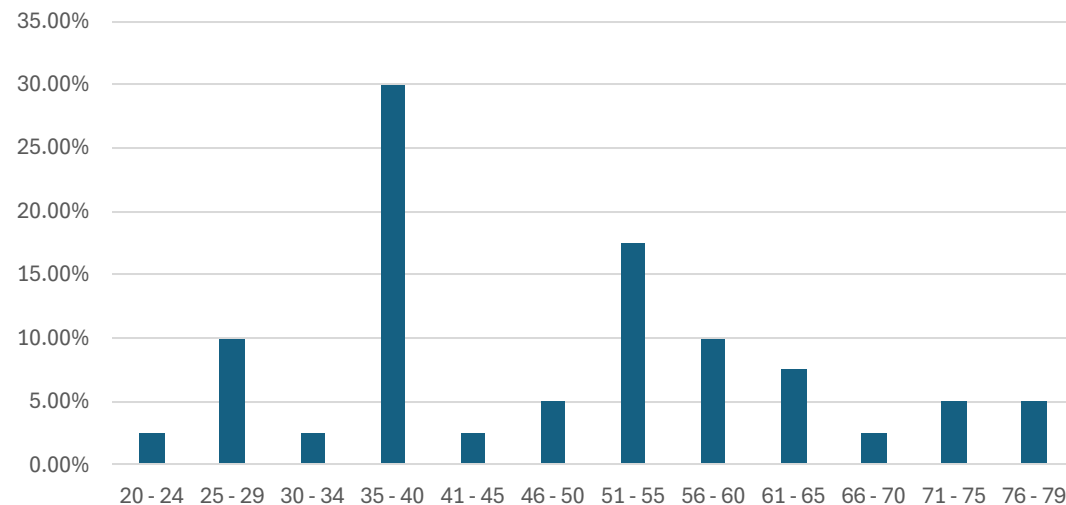
SEX (DRIVERS/CO-DRIVERS)



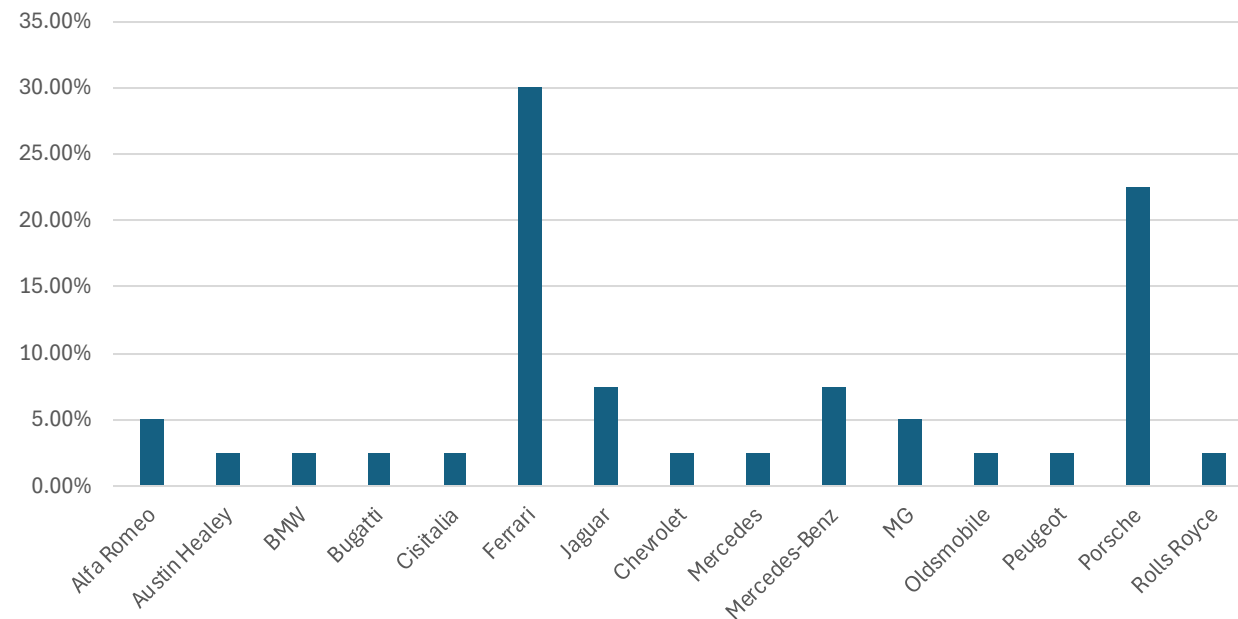
DRIVERS AGE



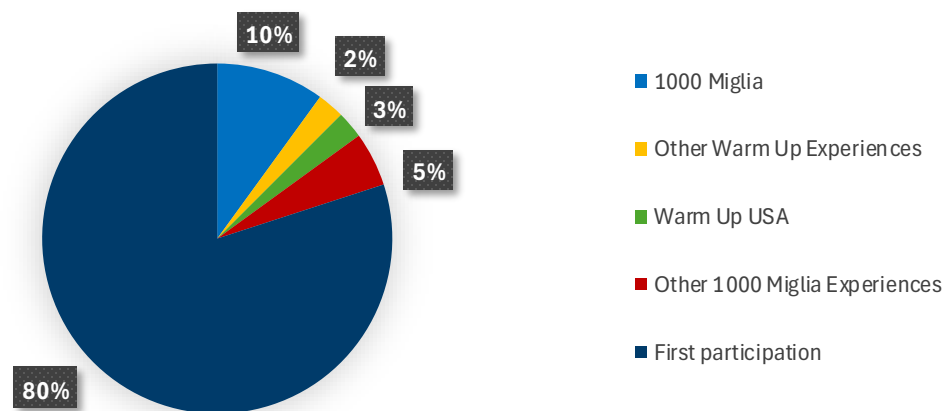
CO-DRIVERS AGE



CAR BRANDS



PREVIOUS PARTICIPATION CARS



22-25
FEBRUARY 2025

PRESS

2025 EDITION



1000 MIGLIA SRL



PRESS

CLASSIC CAR [Nearby car dealerships](#)

1000 Miles of Glamour: The Legendary 1000 Miglia Debuts in Florida for Miami Car Week

by Michael Satterfield - 10/06/2024

It's not every day that a legendary Italian race takes over the Sunshine State, but come February 2025, the spirit of Enzo Ferrari's "most beautiful race in the world" will blaze across the highways and coastal byways of South Florida. The iconic **1000 Miglia Experience**, a showcase of some of the world's most breathtaking classic and modern cars, is set to make its North American debut as part of the inaugural Miami Car Week, a new celebration of automotive culture.

HOME NEWS NEW CAR

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RACES NEWS

The Greatest Race On Earth: Celebrating The Mille Miglia

By Steve Hanley — On Oct 9, 2024

Share

4,446

The most beautiful race in the world, as Enzo Ferrari called it, is coming to the United States. ModaMiami will partner with the *1000 Miglia Experience Florida*, which will debut at The Biltmore Hotel from February 22-25, 2025.

For the first time, fans of the Red Arrow can see, both as participants and spectators, **the most prestigious vintage cars** competing alongside supercars and hypercars.

The first day (Saturday, February 22nd) will be dedicated to training and technical and administrative checks conducted by the race direction to ensure compliance with the procedures and requirements that characterize and distinguish Italian regularity races.

conceptcarz
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Italy's Iconic, Historic Auto Race Announces U.S. Dates

Conceptcarz press release

1000 Miglia Warm Up USA Returns to Middleburg, Virginia region October 24 to 26, 2024

The 1000 Miglia that has traversed Italy each year, has long been known as the world's most iconic and historic auto race. It has also been hailed as 'the most beautiful auto race in the world.' Since 2018, the 1000 Miglia team has held the 1000 Miglia Warm Up USA in and around Middleburg, Virginia. The event returns this year from Wednesday, October 23 (arrival) to Sunday, October 27 (departure day). Driving days include Thursday, Oct. 24 through Saturday, Oct. 26.

Up to 40 cars and their drivers will compete in two classes: the 1000 Miglia Era Class and the Post-1000 Miglia Era Class. The first is open to 1000 Miglia-eligible cars, built between 1927 and 1957, as well as significant sports and ground touring cars built during the same period; the second is open to select sports, grand touring and supercars built from 1958 to present.

The top eligible winning cars and drivers will receive an invitation to go to Italy and compete in the 1000 Miglia in June 2025. Race entries for the 1000 Miglia in Italy are usually sold out with long waiting lists of drivers wanting to participate. Being invited is a huge plus and multiple American drivers have taken their cars and teams to Italy for the experience of the 1000 Miglia.

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NEWS

Italy's Iconic, Historic Auto Race Announces U.S. Dates

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Featuring Over 100 Years of Family Treasures & Fine Antiques

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SATURDAY, OCTOBER 26TH 10AM-5PM
SUNDAY, OCTOBER 27TH 10AM-4PM

More photos and information can be found at [www.middleburgestate.com](#)

MIDDLEBURG HILL COMMUNITY ESTATE SALE


1 Mile Road 0 Shares

8AM to 6PM
Rain or Shine

PRESS

CARBUZZ

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The Most Beautiful Road Race In The World Is Coming To Florida

By Evan Williams • Published Oct 10, 2024

Thread • Follow • Share

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Can you capture lightning in a bottle? A group is trying to copy one of the most special automotive events in the world and bring it to Florida. The 1000 Miglia Experience Florida will be run by the same company that organizes the real thing in Italy and aims to bring a similar vintage car experience to the newly established Miami Car Week. This is the sort of event that attracts classic Ferraris and Concours-worthy classics, and now it's getting some American flavor.

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OCTOBER 24, 2024

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1000 Miglia Experience Florida and Local Events Kick Off 'Miami Car Week,' Leading to ModaMiami, the Ultimate Lifestyle and Automotive Event

October 9, 2024 • Motor Sports NewsWire • Auctions, Motorsports • 0



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1000 Miglia Experience Florida, features classic cars and classic icons (1927-1994)



Miami, Florida, October 8, 2024 – The most beautiful race in the world, as Enzo Ferrari famously called it, is set to captivate the Sunshine State this February, as the 1000 Miglia Experience Florida launches its inaugural edition during Miami Car Week. In a new and exciting partnership, 1000 Miglia Experience Florida and RM Sotheby's are working together to bring a unique automotive experience to South Florida. This collaboration, announced today, marks a thrilling new chapter for the 1000 Miglia Experience Florida and solidifies Miami as a premier destination for car enthusiasts worldwide.

From February 22-25, 2025, the 1000 Miglia Experience Florida will take participants on a 1,000-mile journey that blends South Florida's breathtaking landscapes with the timeless beauty of historic and modern cars. The event, debuting in Florida for the first time, promises a striking mix of classic 1000 Miglia era [vehicles](#) (1927-1957) alongside Classic Icons (1958-1984) and modern Supercars and Hypercars, offering an unforgettable showcase of both vintage craftsmanship and cutting-edge innovation.

This year's edition, the first in Florida, is particularly special also its kicking off the newly established Miami Car Week, which culminates with the prestigious ModaMiami event at the Biltmore Hotel on March 1-2, 2025. The collaboration with RM Sotheby's highlights the event's commitment to [luxury](#) and automotive excellence, showcasing a vision that embraces Miami's vibrant car culture and its evolution into a global hub for enthusiasts.

PRESS



The Most Beautiful Road Race In The World Is Coming To Florida



Can you capture lightning in a bottle? A group is trying to copy one of the most special automotive events in the world and bring it to Florida. The 1000 Miglia Experience Florida will be run by the same company that organizes the real thing in Italy and aims to bring a similar vintage car experience to the newly established Miami Car Week. This is the sort of event that attracts classic Ferraris and Concours-worthy classics, and now it's getting some American flavor.



Oct 9

1000 Miglia Experience Florida Debuts at Miami Car Week: March 1-2, 2025

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Automotive News / Italy's Iconic, Historic Auto Race Announces U.S. Dates

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ITALIAN PRESS

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ITALIAN PRESS

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22-25
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SPONSORSHIP OPPORTUNITIES

2025 EDITION



**1000
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SPONSORSHIP STANDARD PACKAGES

MAIN SPONSOR VALUE

\$ 95,000.00

OFFICIAL SPONSOR VALUE

\$ 45,000.00

FRIEND OF 1000 MIGLIA SPONSOR VALUE

\$ 25,000.00



MAIN SPONSOR – Value 95.000 USD

Highest level of association at multiple levels

Make  your own prestigious asset

Visibility

Display of the Sponsor's brand logo/name, in a position and size of prominent and separate visibility compared to the other sponsorship levels on:

- Official 1000 Miglia Florida Experience website
- Official press releases and e-newsletters (highlighted mention)
- Set ups and displays at all 1000 Miglia Florida Experience media/promotion events (e.g. banners, backdrops, billboards, flags)
- Sponsors recognition/thank you page on the Event Guide/Program and Report/Reward Book
- All 1000 Miglia Florida Experience branded communication/promotion materials
- Road Book back cover
- Racers and technical/support staff 1000 Miglia Experience official apparel
- Identification stickers on racing cars – technical/support cars
- Welcome Bag

MAIN SPONSOR

Highest level of association at multiple levels

Advertising

- Sponsor's advertising/advertorial page inside the Official Guide/Event Program
- Automotive and non-automotive publications advertising
- Social media advertising
- Integration of a Sponsor provided promotional video (subject to approval – max length 1 minute) within the official 1000 Miglia Experience video content loop on screens at each of the event's key venues (paddock, village, gala dinners, opening and award ceremonies)

Direct Marketing

- Option to include in the racers Welcome Bag promo/communication materials, gadgets, small gifts (subject to approval)
- Option to send out n.2 e-newsletters directly on Sponsor's behalf to the racers and the event's general network via 1000 Miglia Experience delivery system

MAIN SPONSOR

Highest level of association at multiple levels

Communication and Press

- Use of the 1000 Miglia Experience Florida logo for corporate communication (non product) campaigns (subject to approval)
- Inclusion of a Sponsor corporate press release in all the Event's press kits officially issued on a TBD schedule
- Sponsor's dedicated social media posts to be distributed through 1000 Miglia Experience Florida channels (number TBD)

On-site presence

- Dedicated space available (size TBD) at each of the Event's key venues (Paddock, Village, Ceremonies, Start/Finish areas) to set up stand/reception/PR desk for the duration of each occasion

MAIN SPONSOR

Highest level of association at multiple levels

Pass Invitation

- N.3 “Sponsor’s cars” passes for including branded/non branded company cars in the Race convoy operations or PR/Media activation
- N.6 passes for access to all the Event’s key venues and occasions (Paddock, Village, Gala Dinner, dining along the route, closing Awards Ceremony)
- N.6 additional invitations for access to the Start/Finish areas (TBD based on final set up design)
- N.4 additional invitations to the closing Awards Ceremony

Special initiatives

- Option to create a special trophy/cup/prize category in the Sponsor’s name to be awarded at the closing Ceremony or at a specially designated moment
- Option to become the exclusive “Presenting Sponsor” of an elected moment within the Event’s program (lunches, dinners, special breaks/stops along the route) in agreement with the Race Direction

OFFICIAL SPONSOR – Value 45.000 USD

A strong and profitable connection

Benefit from the legacy and the high profile network of a unique event

Visibility

Display of the Sponsor's brand logo/name, in a position and size with high visibility at medium hierarchy compared to the other sponsorship levels on:

- Official 1000 Miglia Florida Experience website
- Official press releases and e-newsletters (highlighted mention)
- Set ups and displays at all 1000 Miglia Florida Experience media/promotion events (e.g. banners, backdrops, billboards, flags)
- Sponsors recognition/thank you page on the Event Guide/Program and Report/Reward Book
- All 1000 Miglia Florida Experience branded communication/promotion materials
- Road Book back cover

OFFICIAL SPONSOR

A strong and profitable connection

Advertising

- Sponsor's advertising/page inside the Official Guide/Event Program
- Automotive and non-automotive publications advertising
- Social media advertising
- Integration of a Sponsor provided promotional video (subject to approval – max length 30") within the official 1000 Miglia Experience video content loop on screens at each of the event's key venues (Paddock, Village, Gala Dinner, Opening and Awards Ceremonies)

Direct Marketing

- Option to include in the racers Welcome Bag promo/communication materials, gadgets, small gifts (subject to approval)
- Option to send out n.1 e-newsletters directly on Sponsor's behalf to the racers and the Event's general network via 1000 Miglia Experience delivery system

OFFICIAL SPONSOR

A strong and profitable connection

Communication and Press

- Use of the 1000 Miglia Florida Experience logo for corporate communication (non product) campaigns (subject to approval)
- Inclusion of a Sponsor corporate press release in all the Event's press kits officially issued on a TBD schedule
- Sponsor's dedicated social media posts to be distributed through 1000 Miglia Experience channels (number TBD)

On-site presence

- Dedicated space available (size TBD) at each of the Event's key venues (Paddock, Village, Ceremonies, Start/Finish areas) to set up stand/reception/PR desk for the duration of each occasion

OFFICIAL SPONSOR

A strong and profitable connection

Pass Invitation

- N.1 “Sponsor’s car” passes for including branded/non branded company cars in the Race convoy operations or PR/Media activation
- N.4 passes for access to all the Event’s key venues and occasions (Paddock, Village, Gala Dinner, dining along the route, closing Awards Ceremony)
- N.4 additional invitations for access to the Start/Finish areas (TBD based on final set up design)
- N.2 additional invitations to the closing Awards Ceremony

Special initiatives

- Option to create a special trophy/cup/prize category in the Sponsor’s name to be awarded at the closing Ceremony or at a specially designated moment

FRIEND OF 1000 MIGLIA – Value 25.000 USD

A great opportunity for all the excellences

Gain valuable recognition from supporting the Event

Visibility

Display of the Sponsor's brand logo/name, in a position and size appropriately proportioned to the prominent visibility reserved to Main and Official Sponsors on:

- Official 1000 Miglia Florida Experience website
- Set ups and displays at all 1000 Miglia Florida Experience media/promotion events (e.g. banners, backdrops, billboards, flags)
- Sponsors recognition/thank you page on the Event Guide/Program and Report/Reward Book
- All 1000 Miglia Florida Experience branded communication/promotion materials
- Road Book back cover

FRIEND OF 1000 MIGLIA

A great opportunity for all the excellences

Advertising

- Sponsor's advertising page inside the Official Guide/Event Program

Communication and Press

- Use of the 1000 Miglia Experience Florida logo for corporate communication (non product) campaigns (subject to approval)
- Mention in all the Event's press kits officially issued on a TBD schedule
- A dedicated post on the Event's social media channels and mention within the Sponsor's panel

FRIEND OF 1000 MIGLIA

A great opportunity for all the excellences

Pass Invitation

- N.1 “Sponsor’s car” passes for including branded/non branded company cars in the Race convoy operations or PR/Media activation
- N.2 passes for access to all the Event’s key venues and occasions (Paddock, Village, Gala Dinner, dining along the route, closing Awards Ceremony)
- N.2 additional invitations for access to the Start/Finish areas (TBD based on final set up design)
- N.2 additional invitations to the closing Awards Ceremony



PATRONAGE



Consulate General of Italy
Miami



OFFICIAL PARTNER



Sotheby's
EST. 1744

TECHNICAL PARTNER



OFFICIAL LEGAL PARTNER



FRIEND OF 1000 MIGLIA

ARTHUR BECHTEL
Classic Motors



2025 EDITION



1000 MIGLIA SRL



CONTACTS



STUDIO EGA SRL

VIALE TIZIANO, 19
00196, ROME (ITALY)
Official Licensee

+39 06 328121

organization@1000migliaexperienceflorida.com



EGA EVENTS USA LLC

1000 5TH STREET
MIAMI BEACH, FL - 33139, US
Local Operational Company

+1 305 21670025/+39 335 75 07 440

comoglio@1000migliaexperienceflorida.com





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