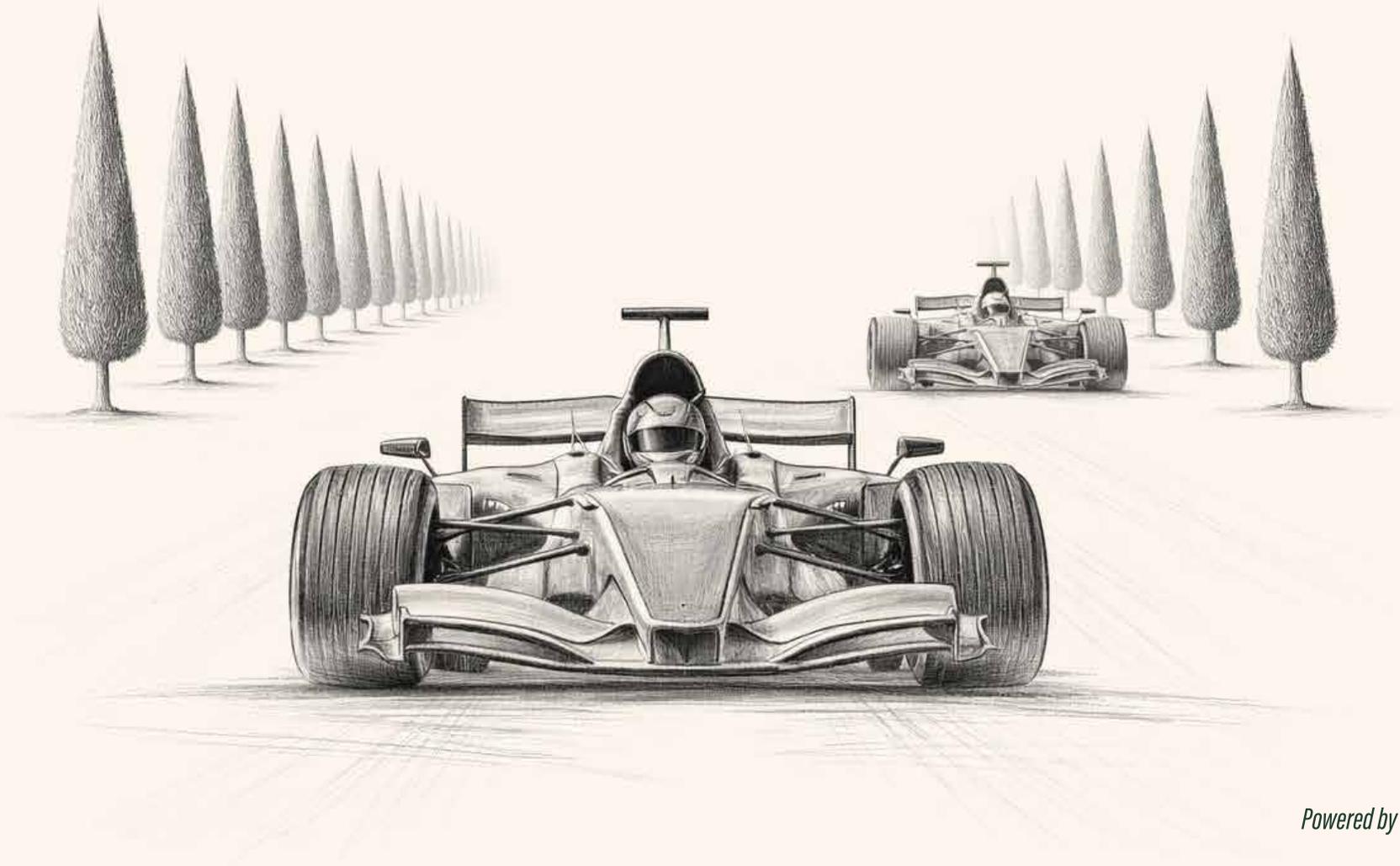


GRAN PREMIO
STORICO  D'ITALIA
MUGELLO

PARTNERSHIP OFFER



GRAN PREMIO

STORICO  D'ITALIA

MUGELLO



02-03-04
OTTOBRE 2026

MUGELLO
CIRCUIT

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1. GRAN PREMIO STORICO D'ITALIA

EVENT PRESENTATION

The legacy of the Cavallino Rampante

In autumn 2026, Italy will play host to a brand-new international motorsport event : the Gran Premio Storico d'Italia, a Historic Grand Prix designed to celebrate Italy's rich motoring heritage, and particularly the legendary Scuderia Ferrari. Organised under the auspices of the Automobile Club d'Italia (ACI), the event will take place in the heart of Tuscany at the circuit del Mugello from 2nd to 4th of October.

More than 200 cars are expected on track, including over 70 Formula 1 single-seaters that competed between the 1960s and the early 2000s. Tickets will grant access to both the grandstands and the paddock.

Project management has been entrusted to HVM Racing, a leading organizer of historic motorsport events in France, with more than 100 events delivered since 2013, including the KENNOL Grand Prix de France Historique, which attracted over 100,000 spectators in 2025. HVM Racing will oversee the sporting operations and promotion of the event, working in close collaboration with the Autodromo del Mugello.



CORE CONCEPT & POSITIONING

Core concept

The Gran Premio Storico d'Italia is a competitive historic race meeting celebrating 50 years of motorsport excellence, with a special focus on the defining Ferrari era of 1996 – 2006. Iconic cars return to the track ; reviving the sound, intensity and spirit that shaped generations of enthusiasts.

Positioning

The GPSI is where authentic competition meets heritage and shared passion.

It brings together :

- Dedicated motorsport enthusiasts
- Collectors and connoisseurs
- Families and general spectators
- Corporate guests and brand partners

Exclusive in atmosphere, yet open in spirit, the event balances premium hospitality with broad public appeal.

It is living racing heritage accessible, emotional and engaging.

2. HERITAGE & NARRATIVE

THE STORY BEHIND

More than a race, a celebration of motorsport heritage, shaping generations of enthusiasts and continuing to inspire audiences worldwide.

The GPSI is born from this legacy. It is not simply a race, but a celebration of engineering, history and human passion. A moment where machines, drivers and spectators reconnect with the true essence of racing.

Over 3 days, a discerning audience of collectors and enthusiasts will gather to experience racing up close, immersive, authentic, unforgettable.

For partners, this means more than visibility. It is meaningful integration within a story driven by heritage and engagement.

THE 1996 - 2006 DECADE

This first edition will pay tribute to a legendary decade in Ferrari's history, from 1996 to 2006 with the iconic F1 from this period on track and on display.

A period that saw the Prancing Horse compete with single-seaters that wrote the history of the Formula 1 World Championship, entrusted to drivers who became racing legends : from Michael Schumacher who began his experience with the Prancing Horse precisely in 1996 to Eddie Irvine, from Rubens Barrichello to Felipe Massa. A decade that saw Ferrari achieve 87 victories, 5 drivers' world titles and 6 constructors' titles.



2. HERITAGE & NARRATIVE

Over 50 years of motorsports history



FORMULA 1
from 1966 - 1985



LMP & GT
from 1995 - 2016



FORMULA 2
from 1967 - 1978
2L or 1600cc engine



FORMULA 3
from 1971 - 1984
2L engine

» 8 CHAMPIONSHIPS

» 13 RACES

» OVER 70 F1 CARS
RACING ON TRACK



FORMULA JUNIOR
from 1958 - 1963
1L or 1.1L engine



FORMULA 1
pre-66



HISTORIC F3
1000cc
F.FORD
pre-82



FORMULA 1
from 1996
FORMULA 2 & GP2
WORLD SERIES
SUPER LIGHTS OPEN class

3. THE ORGANISER & PROMOTER

HVM RACING

Gran Premio organiser & promoter

Entirely dedicated to the practice and promotion of motorsport, HVM Racing has been the leading organiser of historic events in France since 2015, with more than 100 circuit events to its credit. Our ambition : Promoting French and international motorsport heritage through spectacular, popular and accessible events.



100

EVENTS
since 2003



+250

COMPETITORS
per event



1550

DRIVERS
in Database



160k

SPECTATORS
in 2025



4. AUDIENCE & MARKET POSITIONING

EVENT POSITIONING



8 Championships
13 Races
Over 70 F1 cars



Enhancement
Of
automotive heritage



Historic Grand Prix
Popular and
accessible

A community driven by passion

The GPSI gathers more than spectators — it unites a community bound by heritage and passion.

At its heart is a discerning audience of collectors, enthusiasts and long-time motorsport followers, for whom racing is memory, culture and identity.

As part of a multi-layered and highly engaged community, they combine strong spending power with a deep attachment to authenticity, making them particularly receptive to brands that embody craftsmanship, innovation and legacy.



Audience composition

Affluent audience with motorsport collectors & drivers
Board consumer audience with motorsport enthusiasts
Families and leisure-driven consumers



Audience key characteristics

Strong engagement and time spent on site
High interest in automotive, lifestyle



Expected attendance

30 000 spectators over 3 days
National and international visitors
Multi-generational audience profile



Geographical reach

Core audience : Italy
Visitors from across Europe
Digital visibility extending internationally



Event scale & reach

The Gran Premio Storico d'Italia combines on-site attendance, regional visibility and digital amplification to deliver a multi-layered audience reach.

5. EXPERIENCE & COVERAGE

A curated on-site experience

The Gran Premio Storico d'Italia offers more than a race weekend, it delivers a refined and immersive environment where heritage comes to life.

From exclusive hospitality areas and private lounges to paddock access and curated guest programs, the event creates privileged moments of proximity between machines, drivers and guests. Designed for collectors, decision-makers and passionate enthusiasts, the experience blends authenticity, exclusivity and emotional intensity.

Partner presence through meaningful content

Beyond simple placement, brands are woven into the event's narrative, from behind-the-scenes features and driver or experts interviews to immersive short-form content and race highlights.

The result : not just visibility, but powerful storytelling assets partners can amplify across their own platforms.

Extending the experience beyond the circuit

The GPSI lives far beyond the track.

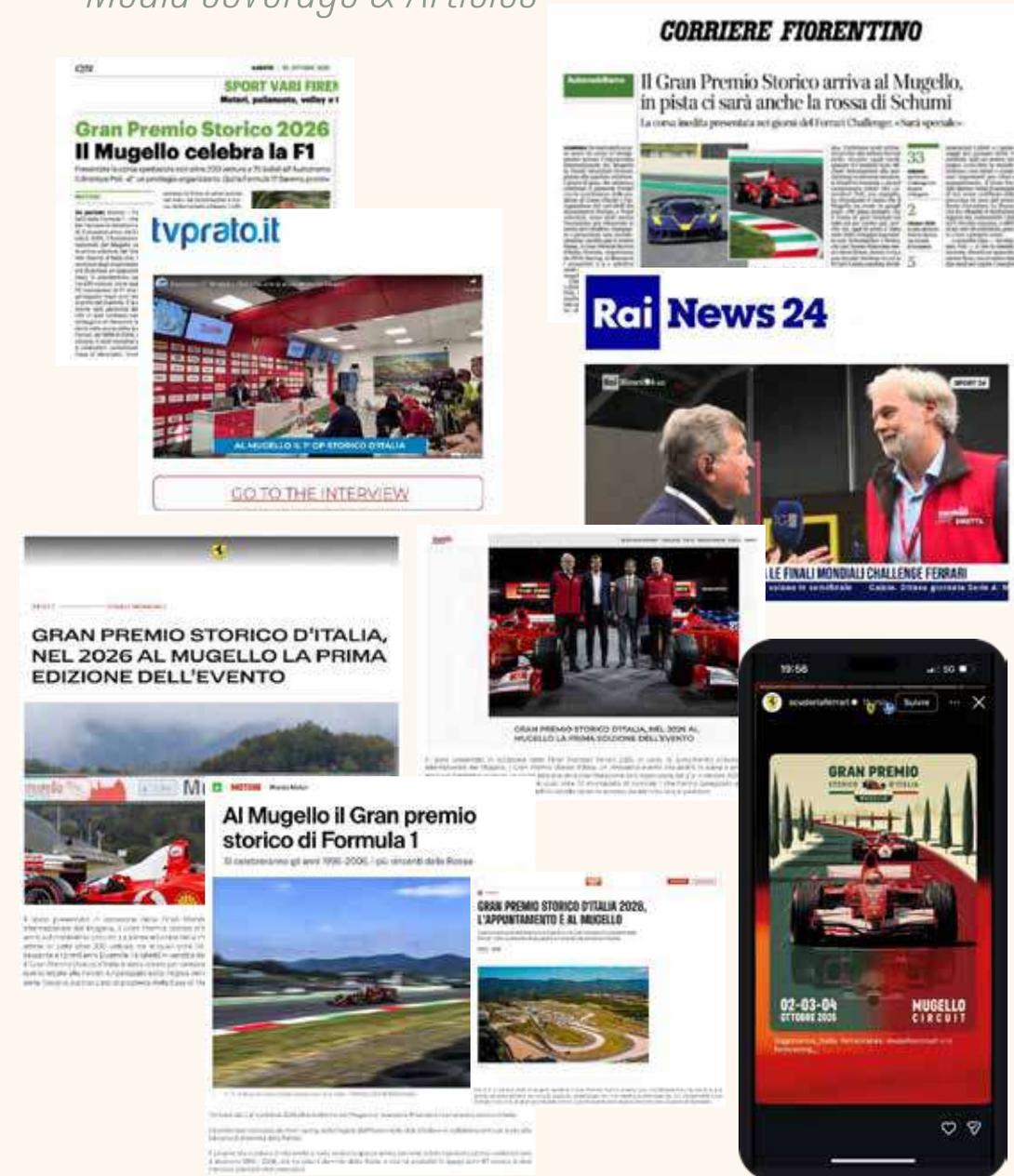
Through curated digital storytelling, the event begins before the engines start and continues long after the final lap.

For partners, this ecosystem offers more than visibility. It means becoming part of a compelling story followed by an engaged audience.



MEDIA COVERAGE

— Media coverage & Articles



6. PARTNERSHIP OPPORTUNITIES

MEANINGFUL BRAND INTEGRATION

Partners are not placed alongside the event? They are woven into its narrative.

From content collaboration and branded experiences to co-created storytelling moments, brands become contributors to the atmosphere and heritage of the event.

ACTIVATION POSSIBILITIES

The GPSI offers tailored partnership formats, including :

- Title and presenting partnerships
- Branded hospitality lounges
- Curated guest experiences
- Exclusive access programs
- Digital and content amplification
- Mass market brand activations across fans zone and entertainment area

Each partnership is designed to ensure alignment with brand identity, audience relevance and long-term impact.

Each partnership is thoughtfully integrated at the heart of the event, with bespoke investment levels tailored to ensure strategic alignment and long-term value.

WHERE
HERITAGE BECOMES
ACTIVATION



WHERE
PASSION BECOMES
LEGACY

GRAN PREMIO STORICO D'ITALIA

For strategic partnership discussions

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