



Scuderia del Portello Alfa Romeo

SPONSOR AND PARTNERSHIP



www.scuderiadelportello.org

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Scuderia del Portello is an Italian sporting association dedicated to races involving Alfa Romeo cars. Its official headquarters are in the Centro Direzionale Alfa Romeo in Arese. It was founded here on 3 February 1982 under the patronage of the mother company. The name recalled the suburb of Milan where the company's first factories were founded.

The Scuderia was created as a structure to give support and technical assistance to drivers racing out-of-production Alfa Romeo cars, but the company charter indicated that one of the aims was to promote the brand, as well as to protect its technological and historic patrimony, as a contribution to the history of motoring.

The President is the driver Marco Cajani, and the Honorary President is the driver Arturo Merzario. It immediately became the official Alfa Romeo team for historic car races. The official Alfa Romeo Club organizes and takes part in important trips to compete in international races: wherever there is history, racing, passion and exclusivity, Scuderia del Portello is there, representing the Biscione brand.



SCUDERIA DEL PORTELLO EXPERIENCE: OPPORTUNITIES FOR SPONSORS

- VISIBILITY ON THE MOST PRESTIGIOUS EUROPEAN RACE CIRCUITS AND IN THE MOST IMPORTANT EVENTS IN THE HISTORIC CAR SECTOR.
- VISIBILITY IN NATIONAL AND INTERNATIONAL MEDIA, AND ON SCUDERIA DEL PORTELLO'S WEBSITE AND SOCIAL NETWORK.
- YOUR BRAND ON THE OFFICIAL VEHICLES, UNIFORMS AND MERCHANDISE OF SCUDERIA DEL PORTELLO.
- TAKING PART IN REGULARITY RACES AND ORGANIZING EVENTS AT THE AUTODROME DURING TRACK RACES.
- CORPORATE INCENTIVES AND TEAM BUILDING.



VISIBILITY IN THE MOST IMPORTANT EVENTS FOR HISTORIC CARS

Every year, Scuderia del Portello Alfa Romeo organizes a series of events and takes part in high-level races both on the track and in regularity races. The track races involve Gentlemen Drivers (Club members) and take place in the most important autodromes and circuits in Italy and Europe: Monza, Imola, Mugello, Nürburgring, Assen, Zandvoort, Spa-Francorchamps, Monaco, Goodwood and many others. The regularity races on the other hand take place mostly in Italy and are always of the highest level, from a historic point of view and due to the cars taking part, like the Mille Miglia, the Coppa D'Oro delle Dolomiti, Targa Florio, Gran Premio Nuvolari, Cesana-Sestriere, Rallye di Monaco and various others. These races are not just sporting competitions, they are also great events whose prestige is acknowledged around the world for their quality, history and participation, which is why they are followed so much by international media.



VISIBILITY IN INTERNATIONAL MEDIA AND ONLINE

The media shows a huge interest in Scuderia del Portello – a large number of press reviews with hundreds of articles and photos in magazines all over the world. We also have thousands of followers on various social networks and on our own website, as well as a mailing list of approximately 1000 contacts which include drivers, members, fans and journalists in the historic car sector. All of which offers a great opportunity for visibility to sponsoring brands displayed on the cars, vehicles and uniforms.



IL GIORNO MILANO

Cambia città

Milano, le Alfa Romeo storiche tornano al Portello

Sabato 11 e domenica 12 giugno in esposizione 16 modelli storici nella zona di Parco Vittoria dove sorgeva la fabbrica. La mostra è curata dalla Scuderia del Portello. (Foto Newpress)



IN PISTA Già la Super 1.6

Le ruote maggiorate in acciaio, 5.5x15, sono equipaggiate con pneumatici Yokohama Geolandar A/T S da 175/80 R15

A photograph of a white Alfa Romeo car with racing stripes and the number 67, driving on a race track. The car is angled towards the viewer, showing its front and side. The background is a blurred green landscape.

scenari mozzafiato, prove selettive e l'incanto di Cortina d'Ampezzo. Un mix perfetto per far dire ai concorrenti "è stato fantastico!"

A photograph of a red Alfa Romeo car driving on a scenic road with mountains in the background. The car is in the foreground, and another car is visible further down the road. The sky is blue with some clouds.

Toccare con mano

BISCIONE IN... "CARRERA"

A photograph of a red Alfa Romeo car on a race track. The car is in the center of the frame, and there are other cars and spectators in the background. The scene is filled with the energy of a race.

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ETERNAMENTE... Altro...

1:34 1:28

Tu, Gianluca Stabile e altri 102

Commenti: 3 · 132 condivisioni · Visualizzazioni: 6,3 mila

Mi piace Commenta Condividi

A screenshot of a video player showing a white Alfa Romeo car. The video player interface includes a progress bar, a play button, and social media sharing options. The car is the central focus of the video.

YOUR BRAND ON THE VEHICLES, UNIFORMS AND OFFICIAL MERCHANDISE OF SCUDERIA DEL PORTELLO ALFA ROMEO.

For thirty-five years, the Scuderia del Portello colours have been recognized in the world of historic cars and races. Our trucks, cars, the drivers' racing suits, the mechanics' uniforms and official merchandise are famous throughout the world as icons of history, passion and speed.



REGULARITY RACES AND EVENTS

Participation in regularity races and events where each team is supported by Scuderia del Portello's "Servizio Corse" with their staff and support vehicles. During the track races the Scuderia also provides its own hospitality stand and services in organizing events for the sponsors, so that these experiences, which are unique to the world of motoring, can be enjoyed by their guests directly from the front line, in close contact with drivers and racing cars that have made history.



CORPORATE INCENTIVES AND TEAM BUILDING

An absolutely unique day out, driving historic Scuderia del Portello's cars which are personalized with your own brand, at the freshly renovated Museo Storico Alfa Romeo in Arese and at the new ACI-SARA circuit at Lainate. Corporate events can also be organized in these facilities, which are partners of the Club, both during the day and in the evening, as well as basic safe driving courses (team building).



... e la storia continua!



VISIT OUR WEBSITE TO FIND OUT MORE!



... e la storia continua!

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