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AZADI AUTO EXPO & FAMILY FUN GALA 2026

📅 15th – 16th August 2026

📍 Downtown, ParkView City, Islamabad



EVENT OVERVIEW

Azadi Auto Expo & Family Fun Gala 2026 is a two-day Independence Day weekend event designed to bring together Pakistan's automobile culture, EV innovation, family entertainment, food, lifestyle shopping, influencers, media, and public engagement under one high-footfall destination.

The event will be held on *15-16 August 2026, Saturday and Sunday*, at **Downtown ParkView City** Islamabad, a venue publicly positioned around its lake, promenade, leisure spaces, and dancing fountain experience by ParkView City.



**AUTO
SHOWCASE**



**EV
INNOVATION**



**FAMILY
FUNGALA**



**LIFESTYLE
MARKET**



**MEDIA
COVERAGE**



**BRAND
VISIBILITY**



Success

VISION

To create Pakistan's most engaging Azadi weekend automotive and family festival, where mobility, lifestyle, entertainment, and national celebration come together in one premium public experience.

MISSION

To deliver a professionally managed, brand-safe, high-visibility event that connects auto and EV brands with real buyers, families, creators, sponsors, and business communities through displays, activations, test drives, lifestyle stalls, food, and family entertainment.



KEY STAKEHOLDERS

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ParkView City Islamabad

Venue collaborator providing Downtown ParkView City as the event location, offering a premium open-air destination with leisure, dining, lake-side, and fountain attractions.



Managed By

DrivePK

DrivePK is Pakistan's emerging automobile classified and media platform, connecting buyers, sellers, dealers, brands, and auto-service providers through a modern digital marketplace.



Premium Sponsor

Horwin Pakistan

Horwin Pakistan represents electric mopeds and motorcycles, positioning itself around performance, innovation, sustainability, and Pakistan's electric mobility future.



Execution Partner

Eventy.pk

Eventy.pk provides event management, production, expo management, stall solutions, travel, and hospitality services.





**WEEKEND,
AUTO DREAMS,
FAMILY VIBES**

WHY THIS EVENT MATTERS

Azadi Emotion

- Post-14 August patriotic mood
- Ideal family outing opportunity
- Strong public celebration environment
- High engagement for brands

Auto + EV Market Under One Roof

- EV cars and EV bikes
- Exotic, modified, vintage, and sports vehicles
- Auto accessories and test drives
- Serious buyers + auto enthusiasts

High-Quality Twin Cities Audience

- Families and youth
- Professionals and corporate buyers
- Creators and influencers
- Premium lifestyle audience

Brand Visibility Beyond a Normal Expo

- Billboards and venue branding
- Stage mentions and media wall
- Influencer and digital coverage
- Post-event content exposure

Marketplace Concept for Multiple Industries

- Food, fashion, jewellery, lifestyle stalls
- Kids' activities and family entertainment
- Real estate and corporate brands
- Stronger commercial and sponsor value

ESTIMATED EVENT STATISTICAL INFO





DrivePK
BRINGS AZADI
ON WHEELS

EVENT ZONES



EV EXPO



AUTO SHOW



TEST DRIVE
ARENA



FOOD COURT



AZADI MEENA
BAZAAR



KIDS PLAY
ARENA



FUN & MEDIA
ZONE



REAL ESTATE
ZONE



LIFESTYLE
BRANDS



AZADI FUN FOR EVERY GENERATION

AZADI AUTO EXPO & FAMILY FUN GALA 2026



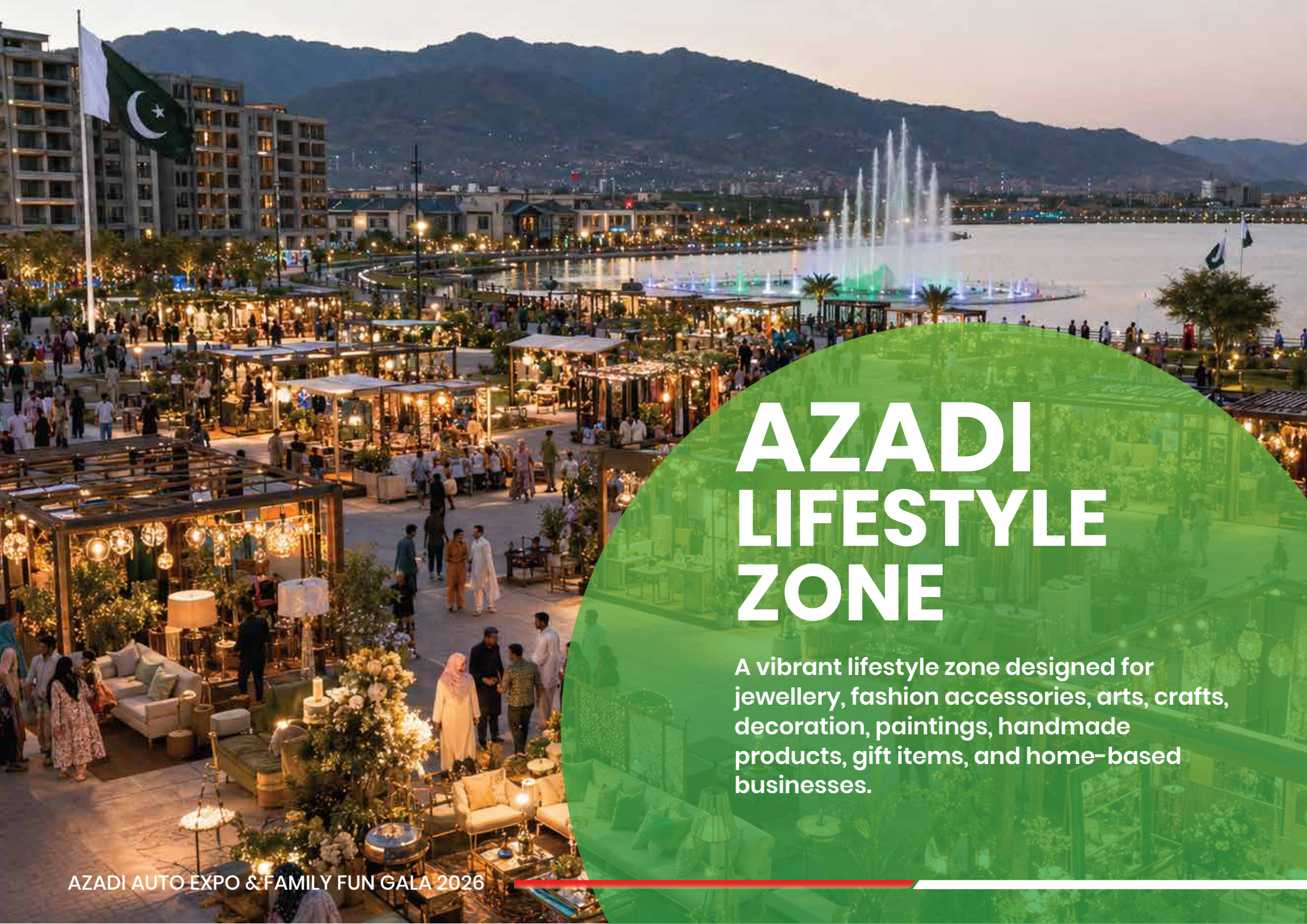
AZADI REAL ESTATE MEGA ZONE

Be part of a premium real estate showcase where developers, builders, agencies, property consultants, and investment brands connect directly with families, investors, and future homeowners.

AZADI FOOD STREET

Join a lively Azadi-themed food street where families, youth, and event visitors enjoy food, culture, music, and festive shopping under one roof.

AZADI AUTO EXPO & FAMILY FUN GALA 2026



AZADI LIFESTYLE ZONE

A vibrant lifestyle zone designed for jewellery, fashion accessories, arts, crafts, decoration, paintings, handmade products, gift items, and home-based businesses.

AZADI EV EXPO ZONE

Join the Azadi EV Expo Zone and showcase electric bikes, scooters, cars, chargers, batteries, mobility solutions, and clean transport technologies to a fast-growing audience.



AZADI AUTO SHOW

A premium automotive showcase bringing together cars, bikes, SUVs, modified vehicles, classic rides, dealerships, auto brands, and vehicle enthusiasts in one powerful Azadi celebration.

AZADI AUTO EXPO & FAMILY FUN GALA 2026

An aerial night view of a bustling outdoor market. Numerous stalls are set up with white tablecloths, displaying a variety of goods including jewelry, handicrafts, and clothing. The stalls are decorated with green and white balloons and strings of warm white lights. A large crowd of people is seen walking through the aisles between the stalls. The overall atmosphere is festive and vibrant.

AZADI MENA BAZAR

Azadi Meena Bazar is a family-focused shopping and cultural experience where visitors can explore jewellery, arts and crafts, decoration items, paintings, handmade products, lifestyle accessories, festive gifts, and creative local brands.



AZADI KIDS ADVENTURE ZONE

A dedicated adventure zone where kids can laugh, play, and explore. Filled with exciting activities, fun experiences, and endless entertainment. A place where little ones create unforgettable memories with family.

EXHIBITOR PACKAGES

Important Note: Taxes are not included in this payment plan. Shell stall, fabrication/ custom branding charged separately. Test Drive zone charges will be apply separately.

CATEGORY	BOOTH SIZE	RATE (PKR)	SUITABLE FOR
AZADI MENA BAZAR PAVILION			
Azadi Meena Bazaar Stall	6' × 6'	30,000	Ecom Brands, handicrafts, gift items
Azadi Meena Bazaar Premium	10' × 10'	50,000	Fashion, cosmetics, accessories
LIFE STYLE PAVILION			
Lifestyle Standard Stall	20' × 15'	150,000	Clothing, shoes, home décor
Lifestyle Premium Stall	20' × 30'	300,000	National lifestyle brands
AZADI FOOD PAVILION			
Food Stall	10' × 10'	50,000	Fast food & cafés
Premium Food Pavilion	20' × 30'	300,000	Restaurant chains
Food Court Corner Pavilion	30' × 40'	450,000	Major F&B brands
REAL ESTATE PAVILION			
Real Estate Booth	20' × 20'	300,000	Housing projects
Real Estate Premium Pavilion	30' × 30'	700,000	Developers
Real Estate Mega Pavilion	50' × 50'	1,300,000	Master-planned communities
EV BIKES & CARS PAVILION			
EV & Auto Bike Display Booth	20' × 30'	400,000	Electric & Auto motorcycle brands
EV & Auto Bike Premium Pavilion	30' × 30'	600,000	Multi-model display
EV & Auto Car Display Booth	30' × 30'	600,000	Passenger EV & Auto brands
Premium EV Pavilion	50' × 50'	1,000,000	Leading EV & Auto manufacturers

AZADI EVENT SPONSORSHIP PACKAGES

Partner with a high-footfall Azadi event designed around families, shopping, food, real estate, EV mobility, lifestyle brands, and automotive experiences.



SPONSORSHIP PACKAGES

SILVER SPONSOR	GOLD SPONSOR	PREMIUM SPONSOR
PKR 500,000	PKR 1,000,000	1,500,000
SUPPORTING VISIBILITY, LOGO PLACEMENT, DIGITAL MENTIONS	SUPPORTING VISIBILITY, LOGO PLACEMENT, DIGITAL MENTIONS	HIGH VISIBILITY, PREMIUM BRANDING ZONES, VIDEOS, PR, VIP ACCESS
BOOK NOW!	BOOK NOW!	BOOK NOW!

SPONSOR BENEFITS

Logo on official creatives, stage backdrop, media wall, entry branding, social media announcements, sponsor reel, booth space, VIP passes, product placement, influencer coverage, post-event report, and category exclusivity where commercially approved.