

ADK EuroFest 5

2025

September 25–28th, 2025
Lake Placid, NY



Started in 2019 as "Adirondack Cruise & Shoot" a scenic car rally through Adirondack Park concluding on the summit of Whiteface Mountain

The event expands into a festival format, "The Show" and "The Cruise", birthing ADK EuroFest, an Invitational Automotive Event reserved for European Vehicle Enthusiasts

ADK EuroFest 2023 saw the addition of our new pre-event meetup "Pins & Pistons" hosted by Big Z's at Lake Placid Lanes. Our show and cruise expanded in size and quality despite the inclement weather we faced.

ADK EuroFest 5 will build on the traditions of previous years, improving and polishing the experience for attendees, sponsors, local community, and vendors!

2020

2022

2024

2019

2021

2023

2025

The event grew in attendance, following the same format. After this year, we decided to expand the scope of the event to share in the amazing experience of the Adirondacks in Autumn

ADK EuroFest '22 more than doubled in attendance with over 200 vehicles and 300 people in attendance on show day alone. This year incorporated new features such as a drive-in movie, new merch lines, awards and new vendors

This year's event experienced the biggest update and development in its entire history. New parking areas, more vendors, more meetups, bigger attendance, longer weekend format.

The History of ADK EuroFest

Demographics/ Results

- 2024's event received over 500 registered show vehicles acceptances for Saturday
- The Cruise featuring Alpine Cars & SOLD OUT WHITEFACE MOUNTAIN!
- Over 500 people were in attendance on Show day, with about 230 returning the next day as drivers or passengers in the cruise. 2023 had ~200 people and ~80 cars
- Our attendees come from all walks of life, races, ethnicities, creeds and are open to all. We promote a diverse and respectful culture.
- VAG cars primarily; Audi, Volkswagen mainly, making up ~60% of the show cars
- BMWs were the other dominant party, making up ~30% of the show cars



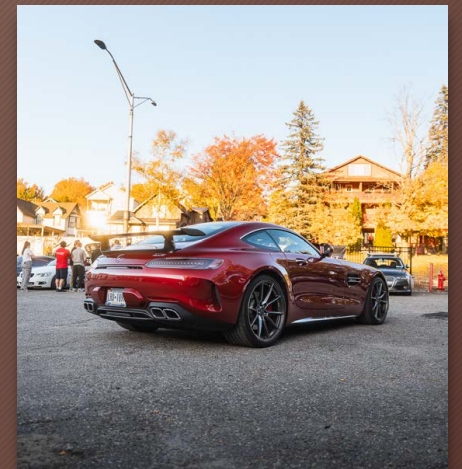
2024 Key Results

- Infrastructure upgraded at showgrounds
 - New show road surface
 - More power hookups
 - New Stage
 - More sponsor signage
- Expanded the show field, new parking areas
- New vendor areas and indoor spaces
- More high-quality concessions
- Enthusiasts came far and wide from the USA and Canada
- Strong presence specifically from the states of NY, CT, PA, VT, and the province of Quebec



How is ADK EuroFest Different?

- Lake Placid is located away from major cities, but still easily accessible through scenic Adirondack roads
- Participants commit to a whole weekend of activities meaning they are committed to the event and its values
- Our core principles for the event strive not for quantity, but quality; for the cars, the people, and the partners
- What does this mean about the demographic of people that come out?
 - Dedicated to the enthusiast scene
 - Respectful to the local community
 - Have the disposable income to plan a multi day experience, purchase vendor goods etc.



Vehicles of all tastes, backgrounds, and levels

- There is something for everyone at ADK EuroFest:
 - Retro & Modern
 - Meticulously Preserved & Highly modified
 - Race oriented & Show Pieces
 - Bespoke & Industrial
 - Major Manufacturers & Unique Brands
 - New to the scene & Veteran enthusiast



How do I go to ADK EuroFest?

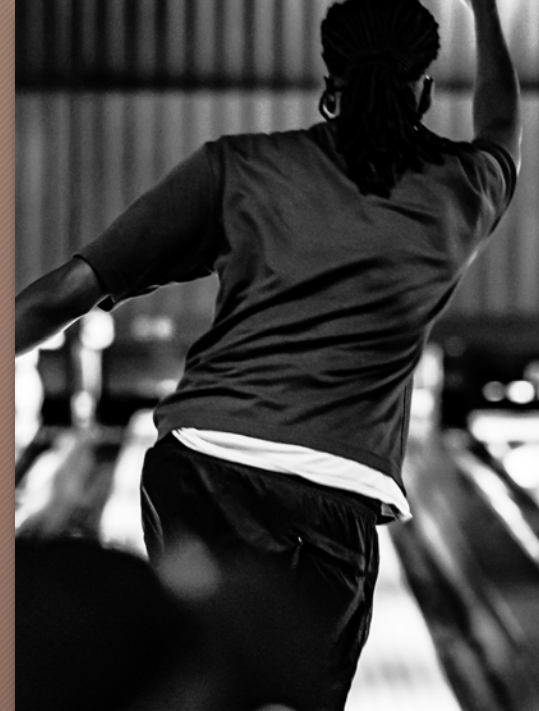
- All show vehicles must submit an application, receive vehicle approval prior to purchasing passes for the show
- Only accepted show vehicles are allowed on the cruise
- Participants can select their length of package and if they would like to purchase a hotel stay package as well
- Spectators purchase passes freely at any time



Weekend Layout for 2024

Friday: "Pins & Pistons"

- The Official Pre-meet to ADK EuroFest
- Hosted by Big Z's Hangout at Lake Placid Lanes
- Open to all eurocars
- ADK EuroFest takes over the entire venue with the cars parked outside, seating areas inside
- Live music, food, bowling, indoor and outdoor bar spaces
- 2nd Annual **ADK EuroFest Bowling Tournament** will return!



Weekend Layout cont.

Saturday: "The Show"

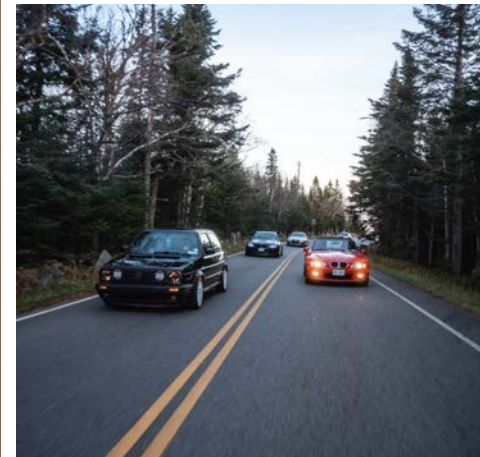
- Applicants submit their vehicles to be accepted into the show, only after which they are allowed to purchase vehicle passes for the show and/or cruise
- Exceptional vehicles will be hand selected for the higher level of Show, called **"The Summit at ADK EuroFest"**
- The Show is a laidback atmosphere, where enthusiasts gather to relax and connect over their shared passions for European vehicles
- Judges score the vehicles based on Award categories
- Different vendors show off their goods and services



Weekend Layout cont.

Sunday: "The Cruise"

- Those vehicles that are accepted into the show and wish to participate in the Day 2 event are allowed to purchase Cruise passes
- We have secured an exclusive with Whiteface Mountain to host our **Alpine Cars & Coffee** event at the summit of the mountain.
- Participants will cruise up the memorial highway to the summit
- The participants will have free time to enjoy the mountain and views before departing down the mountain stopping along the scenic photo spots for the photographers
- **The Breakfast Meet** hosted at the showgrounds to conclude the weekend



Sponsor Opportunities: Promotional



Main Event Presenter

(1 Spot)

"ADK EuroFest 2025 Presented by XYZ"

Listed on all flyers, posters, promotional material and social media posts

MUST ATTEND SHOW 09/27

\$1500



Main Event Sponsors

(4 Spots)

"Official Event Sponsors"

Listed on flyers, posters, and main event poster card

MUST ATTEND SHOW 09/27

\$750



Show Partners

(4 Spots)

"Partners of ADK EuroFest"

Listed on flyers, posters, and main event poster card

Best for digital/remote sponsors

\$500

Sponsor Opportunities: Awards



Award Sponsors

Ten (10) Best Of awards

Ex. "Best Wheels Presented by XYZ"

Sponsor listed on award as well as announced at ceremony

\$350 each category



The Summit at ADK EuroFest Sponsor

"The Summit is presented by XYZ"

TOP 25 Vehicle Class

Any flyers, awards, posts mentioning The Summit will include sponsor

MUST ATTEND SHOW & CRUISE 09/27-28

\$1000

ADK EuroFest Awards

Ten Awards

- Best Wheels
- Most Unique
- Best Exotic
- Best Air Stance
- Best Static Stance
- Best Interior
- Best Exterior
- Best Lady-Owned
- Best VAG car
- Best Classic

The Summit at ADK EuroFest 2024

- As mentioned earlier, this is the "Elite Class" of Vehicles at the event
- Highest level of enthusiasts: interesting and super clean cars
- Hand picked from the best vehicles attending The Show
- Special photoshoot after the Show
- Exclusive Parking at Alpine Cars & Coffee



Vendor Booth Opportunities

01

Vendor Booth
Spaces will be
\$250 per spot, per
vendor

02

A Booth Space will
be:

- 30x30
- First come first serve
on location of booth
- Some will be able to
provide power

03

Any Sponsor of the
event will receive
a free booth spot

Brand Promotion Opportunities

If you are unable to join us in-person or as a digital sponsor but would like to promote your brand and boost recognition amongst showgoers



Contact us to setup giveaway swag, items, coupons, promotions, flash sales etc.

Why should a business partner with ADK EuroFest?

Direct contact with
NY, VT, PA, QB
people that will be
patrons to your
business

One of the last
shows of the season,
last opportunity to
make direct sales or
market to
consumers for later
brand recognition

Proximity to Black
Friday allows for
promotion of special
sales/discounts etc.

Dedicated
showgoers: ADK
EuroFest truly want
to be there, making
the effort to come
to a multi-day event
in the woods

Contact Us

Please feel free to reach out at:

- Email: contact@adkeurofest.com
- @adkeurofest on Instagram
- "ADK Euro Fest" on Facebook
- Phone: 315.481.6306

Call or Text Benjamin Bosak

