Up To Speed: 2027 season

Let’s get acquainted: we are Up To Speed, and we turn ideas into unforgettable events.

In this document we present the four events planned for 2027, with their dates, venues, format and audiences. We review the media reach of Corgi Race Vilnius since 2023 and the outlets that cover it, and present the first World Corgi Day celebration with World Corgi Zoom-ies and the first Dachshund Dash, both held in 2026, with their results. Finally, we set out the partnership options, from a one off activation to a season long collaboration.

We build every partnership individually, so we will gladly tailor the offer to your goals and needs.



Pet Talent Show
VILNIUS
13 Feb
Ozas, Vilnius

World Corgi Day
ZOOM-IES
2027
4 Jun
Old Town, Vilnius



Dachshund Dash
KAUNAS
10 Jul
Dainų slėnis, Kaunas



CORGI RACE
VILNIUS 2027
21 Aug
Vingis Park, Vilnius

2027 calendar

13 Feb
Saturday

Pet Talent Show
+ Lookalike and Best Trick
Ozas shopping centre, Vilnius

Juried stage show of prepared 2 minute acts by owners and their pets, any pet allowed at the venue. Plus a short audience voted lookalike contest and best trick. Indoor season opener.

4 Jun
Friday

World Corgi Day →
World Corgi Zoom-ies
Vilnius Old Town and a global Zoom call

Free community day. Corgi communities from every continent join live. Second edition.

10 Jul
tentative

Dachshund Dash →
Taksų lenktynės
Dainų slėnis, Kaunas

Second edition. Race day for dachshunds in three size classes, with a costume contest. The first edition drew 57 dogs.

21 Aug
Saturday

Corgi Race Vilnius 2027 →
Korgių lenktynės, sixth edition
Vingis Park, Vilnius

The flagship. Thousands on site, international field, live stream, global press.

Details and registration: corgiracevilnius.com · World Corgi Day · Dachshund Dash

Corgi Race Vilnius reach, 2023 to 2026

The figures below cover Corgi Race Vilnius, the August event, only. They do not include World Corgi Day, Dachshund Dash or the February event.

CORGI RACE
VILNIUS

3,500 spectators on site, average per edition

150 corgis registered in 2026, from 9 countries

62 countries over four editions

26 languages

5,000 live viewers of the 2026 LNK.lt stream

	2023	2024	2025	2026
Countries	8	22	41	41
Languages	5	6	19	18
Media items (Meltwater)	11	222	717	616+

Media items as captured by Meltwater monitoring. The 2026 search was narrower, so the true 2026 count is higher. Go Vilnius' own monitoring counted more than 3,200 publications for 2025.

Covered by

Also CNN, USA Today, Corriere della Sera, CGTN and many more.

In Lithuania

LRT Delfi 15min Lrytas TV3 BNS ELTA Alfa Sports.lt Made in Vilnius LNK.lt live stream

The 2026 story and results →

World Corgi Zoom-ies, first edition 2026 →

World Corgi Day
ZOOM-IES
2027

On World Corgi Day 2026 Vilnius hosted the first World Corgi Zoom-ies: a live video call that put corgi communities from every inhabited continent on one screen, followed by a one minute introduction from each country. It launched the World Corgi Club, with Vilnius as founding chair.

Countries on the call	**19**
Continents	**6**
Corgis on screen	**about 50**
Corgi March through the Old Town	**about 40 corgis**

Participating communities included the Welsh Corgi Club of Queensland (Australia, founded 1964), Corgi Post magazine (Germany), the Munich Corgi-Train, a 6,500 member corgi group from Como (Italy), the Corgi Buns Burger cafe in Tsukuba (Japan), and owners from the United Kingdom, the United States, Canada, Hong Kong, India, Chile, Argentina and South Africa.

More about World Corgi Day →

Dachshund Dash, first edition 2026 →



Dachshund Dash
KAUNAS

The first Dachshund Dash ran at Ozas in Vilnius on Valentine's Day 2026 with heats by size class, semi finals, a final and a costume contest. The 2027 edition moves to July and to Kaunas for two reasons: dachshunds deserve a bigger platform than a mall stage in winter, and we want to bring our events to a second city.

Dachshunds registered	58
Dogs on the day	57
Size classes: miniature 28, standard 21, kaninchen 8	3
Costume entries	15

Media: 16 Lithuanian publications, including LRT (TV segment on Labas rytas, Lietuva), 15min, Delfi, Lrytas and ELTA, plus coverage by Kaunas and regional outlets.

Ozas estimated 2,500 to 2,750 more visitors on event day than on the same day in 2025, measured in the hours before and during the race. Dainų slėnis in Kaunas is an open air venue, so the second edition starts from that base without the space limit of a mall lobby.

More about Dachshund Dash →

Pet Talent Show, first edition 2027



Pet Talent Show
VILNIUS

Saturday 13 February 2027 at Ozas in Vilnius: a stage show where the pet is the star and the owner is the act.

Every talent show entry is a prepared act of up to two minutes, not a single trick. A dog, a cat, a rabbit or a turtle can carry a small play, a dance, a magic routine or a comedy sketch with its owner. Up to two people and two animals per act, and the pet has to be part of the act, not a prop.

Acts are judged on creativity, performance, the pet's role in the act and audience reaction. Entrants register with a short video and we select up to 25 acts for the stage, which keeps the show at 75 to 90 minutes.

Between act blocks, a short walk up round: an audience voted Dog and Owner Lookalike contest and Best Trick, open to anyone who did not prepare an act.

2,500+
extra mall visitors on Dachshund Dash day 2026

25
acts on stage, up to 2 minutes each

2+2
up to two people and two animals per act

all
pets allowed at the venue, not one breed

Ozas estimate for 14 February 2026 against the same day in 2025; Maxima discount days ran the same day.

Ways to partner

Season partner

One brand across all four events of the season. The partnership includes naming rights, your logo on every barrier, on stage and in broadcasts, and year round visibility on social media. Your brand is also visible on corgiracevilnius.com.

Event partner

Partner a single event or a named part of it, for example the Best Nose round presented by your brand. A flexible option for seasonal marketing campaigns.

Activation partner

A branded stand on site with tastings or product trials. Your products can become prizes for participants and their owners, handed over on stage by the host, who mentions your brand during the show and presents it at the awards. We also integrate your products into event photos and videos.

Content, all year

We film at every event and between them: race highlights, participant portraits, behind the scenes, newsletter features and short videos. Partner brands become part of that content, not just a logo on a banner. If you have an idea for how you would like your brand to appear, we will make it part of the event together.







Corgi Race Vilnius, Vingis Park

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Our events: Corgi Race Vilnius · World Corgi Day · Dachshund Dash

