

THE GREATEST COMPETITION
KNOWN TO HUMANKIND

THE ANNUAL

PMS

Pain McShlonkey
CLASSIC

@ PALISADES TAHOE

+

INTERNATIONAL
SnowBlade Month

@ EVERYWHERE

2026 SPONSORSHIP OPPORTUNITIES

SAUCERBOY PHOTO: HANK DE VRE PHOTOGRAPHY
PAIN MCSHLONKEY PHOTOS: RYAN SALM



SUPPORT THE COVETED Golden Saucer



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One life, **live it.** One world, **protect it.**

THE FOUNDATION

The Shane McConkey Foundation honors those who **inspire positive change** in the world and the lives of others. The goal of the Foundation is twofold: to **carry on Shane's legacy** through random acts of kindness and charitable giving and to inspire others to make a difference in the world at large.

Over the past 14 years, the Shane McConkey Foundation is proud to have **donated nearly \$1M** in grants and prize money. This past year alone, we distributed \$35,000 in grants to local causes in the Truckee Tahoe area.



Benefiting

THE CYCLE OF AWESOMENESS

Proceeds from our fundraising events benefit the EcoChallenge, Don't Drop the Top program, and RAD Grants:

The Shane McConkey EcoChallenge challenges students to identify and resolve an environmental issue in their school or community. Winning teams are awarded a cash prize to donate to their school or nonprofit.

Don't Drop the Top, a 2020 EcoChallenge winner, which has saved 6,000+ lbs of unrecyclable plastic tops, caps, and lids and transformed them into community benches.

RAD Grants are made each year to projects that align with the goals of the Shane McConkey Foundation. In 2024, our RAD Grant supported Gateway Mountain Center who **support youth mental health through nature**, neuroscience, and 1:1 connection



THE ANNUAL Pain McShlonkey Classic

@ PALISADES TAHOE ON MARCH 21, 2026

For 14 years, the Shane McConkey Foundation has brought together hundreds of skiers, supporters and members of the snowsport community for an event like no other.

WHAT THE EVENT LOOKS LIKE

Watch some of the world's greatest winter athletes dress up in ridiculous outfits to compete for the coveted Pain McShlonkey Golden Saucer trophy in the ultimate SnowBlade showdown.

Athletes line up atop the legendary KT-22 run for an all-out SnowBlade blitz as the pros take on 30 amateurs in an anything-goes battle to the finish on Palisades Tahoe's GS Bowl.

After the race, athletes and spectators gather on the Bar One Deck for drinks, grub, entertainment and swag. This celebration of Shane includes an epic raffle and livestream of International SnowBlade Day winners. MCs include the incomparable Mike Powell, Roy Tuscany, and DJ Reverend Rusty Reams.

[WATCH THE VIDEO >>](#)



NOTABLE ATHLETES

Cody Townsend (*Golden saucer winner*)
Daron Rahlves (*Golden saucer winner*)
Michelle Parker (*Golden saucer winner*)
Amie Engerbretson (*Golden saucer winner*)
Wendy Fisher (*Golden saucer winner*)
Donny Pelletier aka Troy Murphy (*Golden saucer winner*)
Elyse Saugstad (*participant*)
Jeremy Jones (*Participant*)
JT Holmes (*Participant*)
Jonny Mosley (*participant*)
Connery Lundin (*participant*)
Pep Fugas (*Participant*)
Scott Gaffney (*Participant*)
Rob Gaffney (*Participant*)

INTERNATIONAL SnowBlade Month

@ EVERYWHERE THROUGHOUT MARCH 2026

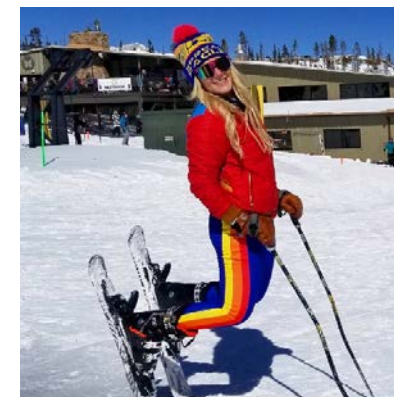
On March 26, 2009, the world said goodbye to Shane McConkey, a man who dreamed the impossible, rocked the ski world, and continues to inspire people around the globe to live their best lives. In 2020, in honor of his playful spirit and irreverent approach to not taking ourselves too seriously, the Shane McConkey Foundation declared March 26th International SnowBlade Day and March International SnowBlade Month.

WHAT THE EVENT LOOKS LIKE

During the month of March, **participants from around the globe** are asked to dress up in costume and post their best snowblading pic using the hashtag #SnowBladeDay to Twitter or Instagram. The entries are collected by SMF and submitted to a panel of judges.

The International SnowBlade Day awards ceremony along with an epic giveaway will be live streamed from Palisades Tahoe by Wildbound PR during the Pain McShlonkey event on March 25. The livestream allows for viewing across the globe, and increases participation in our fundraising efforts.

#SNOWBLADEDAY



Our Reach



LIVE STREAM

Our livestream event and all associated video assets, replays, promos, and online engagements had over **15,000 viewers and impressions** from across the country and around the world including places like Manureawa, New Zealand, and Denpasar, Indonesia. Viewers gave the event **4.69 out of 5 stars** in our post-event poll.

IN-PERSON

400+ people attended the event live from the KT Sun Deck at Palisades Tahoe.

SOCIAL MEDIA

Our Instagram, Facebook and LinkedIn channels alone **reach over 100K people**. In addition, Palisades Tahoe promotes the event to their **nearly 400K followers** (and this is before we tap into the massive audiences brought by our strategic partners).

PR/MEDIA

We have huge support from the **media in the snow sports industry** and build a buzz around the event all season long leading up to March 21 and beyond.

THROUGH OUR PARTNERS

With past partners ranging from media and energy drink giants, to **core outdoor brands and industry influencers**, each partner promotes the event exponentially increasing our reach and visibility.

TITLE SPONSOR \$10,000

Appearance by **Sherry McConkey** at a mutually agreed upon event or activity for your brand or organization

Title Sponsor recognition in custom, collectible **Pain McShlonkey (PMS)** artwork featured on apparel, posters and digital marketing materials.

Inclusion in all digital and print materials not limited to:

- Large-scale outdoor banners at **Palisades Tahoe**
- Digital Banners in **Palisades Tahoe** network broadcast throughout the resort
- Print posters across high-traffic locations in the Truckee-Tahoe region
- Prominent **Shane McConkey Foundation (SMF)** website placement through November 30, 2026
- Placement in all PMS promotional emails from **SMF** through November 30, 2026

Event day exposure includes but not limited to:

- MC announcement from **PMS** stage and during **International SnowBlade Day (ISD)** internationally live-streamed event

Acknowledgement in **PMS/ISD** Social Media posts on **SMF** and **Palisades Tahoe** profiles through March 26, 2026 plus two dedicated pre-event posts and one follow up post on **SMF** profiles through November 30, 2026.

FIRST CHAIR FINANCIER \$5,000

Inclusion in all digital and print materials not limited to:

- Large-scale outdoor banners at **Palisades Tahoe**
- Digital Banners in **Palisades Tahoe** network broadcast throughout the resort
- Print posters across high-traffic locations in the Truckee-Tahoe region
- Primary sponsor placement on **SMF** website through November 30, 2026
- Primary sponsor placement on all PMS promotional emails from **SMF** through November 30, 2026

Event day exposure includes but not limited to:

- MC announcement from **PMS** stage and during **ISD** internationally live-streamed event

Acknowledgement in **PMS/ISD** Social Media posts on **SMF** and **Palisades Tahoe** profiles through March 26, 2026 plus one dedicated pre-event posts and one follow up post on **SMF** profiles through November 30, 2026.

HUCKIN' HERO \$2,000

Inclusion in all digital and print materials not limited to:

- Print posters across high-traffic locations in the Truckee-Tahoe region
- Secondary sponsor placement below First Chair Financiers on **SMF** website through November 30, 2026
- Secondary sponsor placement below First Chair Financiers on all PMS promotional emails from **SMF** through November 30, 2026

Event day exposure includes but not limited to:

- MC announcement from **PMS** stage and during **ISD** internationally live-streamed event

Acknowledgement in **PMS/ISD** Social Media posts on **SMF** and **Palisades Tahoe** profiles through March 23, 2026 plus one group dedicated pre-event post and one follow up group post on **SMF** profiles through November 30, 2026.

GNAR GNAR GIVER \$1,000

Inclusion in all digital and print materials not limited to:

- Print posters across high-traffic locations in the Truckee-Tahoe region
- Tertiary sponsor placement on **SMF** website through November 30, 2026
- Tertiary sponsor placement on all PMS promotional emails from **SMF** through November 30, 2026

Event day exposure includes but not limited to:

- MC announcement from **PMS** stage and during **ISD** internationally live-streamed event

Acknowledgement in **PMS/ISD** Social Media posts on **SMF** profiles through March 23, 2026 plus one group dedicated pre-event post and one follow up group post on **SMF** profiles through November 30, 2026.

SWAG SUPPORTER

If your company or organization prefers to donate product then we would be happy to accommodate you. We are seeking donations for our giveaway prizes, costume contest winner prizes, and athlete swag bags. For swag donations exceeding the cost of \$250, we offer brand/logo inclusion of:

- In-kind sponsor placement on **SMF** website through November 30, 2026
- In-kind sponsor placement on all PMS promotional emails from **SMF** through November 30, 2026

Event day exposure::

- MC announcement from **PMS** stage and during **ISD** internationally livestreamed event

Key of Acronyms: **SMF**=Shane McConkey Foundation, **PMS**=Pain McSchlonkey Classic, **ISD**=International Snow Day



**Let's set up a call or meeting:
Email Sherry at smcconkey@shanemcconkey.org
Learn more at shanemcconkey.org**