The Rockstar Energy Open Returns to Breckenridge With More Creativity, More Chaos

The free three-day snowboarding and music festival returns Dec.18-20 with pro snowboarders, a rider-designed ParkStyle course, and a festival village built for a full weekend of action, music, art, and rowdy energy



BRECKENRIDGE, CO (Oct. 7, 2026) — Some of the world's best snowboarders are heading back to Breckenridge for a competition built around one question: What happens when riders are given a course and no script?

That's the premise behind the Rockstar Energy Open, a free three-day snowboarding and music festival returning to Breckenridge Ski Resort Dec. 18-20 for its second year. The festival puts exhilarating snowboarding at the center of a weekend of live music, art, and action sports culture — giving riders the space to create the show and fans a front-row seat to whatever happens next.

Building on last December's snowboard debut, the 2026 Rockstar Energy Open will again feature Men's and Women's divisions competing on a rider-designed course, built by Charles Beckinsale and Snowpark Tech. Rather than following a traditional slopestyle, halfpipe or big air format, the ParkStyle course encourages riders to push their own creative lines. That creative, rider-driven approach helped the event earn the "Pro's Favorite Event" honor in Snowboard Magazine during the 2025-26 season.

Central to the competition is the Video Qualifying Series (VQS), which gives snowboarders anywhere in the world a shot at earning a spot in the competition. Riders can submit their best video parts on Platfrm channels starting October 19 with a panel of well-known judges handing out weekly cash prizes for Best Men's Part, Best Women's Part and Best Trick, plus a Viewer's Choice Award decided by fan votes. That combination of creative freedom and a clear path in for emerging talent is central to Rockstar Energy's role in action sports culture. Complete rules and entry details are posted at ThePlatfrm.com.

"Year one set the bar, and now it's about raising it," said Steve Mateus, Senior Director of Sports and Music at Rockstar Energy. "We saw what happens when you give riders the freedom to do their own thing instead of boxing them into a traditional contest format. At the Rockstar Energy Open, we're rewarding creativity, style and individuality. We are reinventing the traditional snowboard contest. Breckenridge's crowd matched that energy step for step, and we're bringing back a stacked roster and building an even biggerevent around them."

"Getting to do this again in my own backyard means a lot," said Red Gerard, Olympic gold medalist and Rockstar Energy athlete. "Last year

showed what this event could be, and I think everyone's going to come back even hungrier. This competition embodies what snowboarding represents to so many of the pros and Summit County is always an awesome crowd."

Between drops, fans can move through the festival village for live music, art installations, and Rockstar Energy activations and experiences. Built as an all-day experience, the village keeps the energy going long after the last rider leaves the course.

"We're thrilled to welcome the Rockstar Energy Open back to The Kingdom for a second year," said Jon Copeland, Vice President & General Manager of Breckenridge Ski Resort. "This event brings together a passionate snowboard community that has helped shape the sport from its start."

The Rockstar Energy Open will once again take place during Breckenridge's Ullr Fest, the resort's longstanding winter tradition known for its record-length shotski, town parade, and community bonfire."

The event is also part of The Kingdom of Breck, Breckenridge Ski Resort's new brand campaign celebrating the mountain's rebellious history and independent spirit. Breckenridge embraced snowboarding before it was widely accepted by the ski industry, making it a natural home for an event that continues to challenge what a snowboard competition can be.

Details on the athlete lineup, music programming, and full event schedule will be announced in the coming months. Fans everywhere will be able to follow the action with more than 10 hours of livestream coverage on ThePlatfrm.com, ProSieben (aka Pro7) in Europe, and Fuel TV. Admission is free, with VIP packages available for purchase for fans seeking an upgraded on-mountain experience. The Epic Pass, available at EpicPass.com, remains the best way to access the slopes before, during, and after the event.

For updates, visit RockstarEnergy.com and ThePlatfrm.com, and follow @rockstarenergy, @breckenridgemtn, and @theplatfrm on Instagram, Facebook, TikTok, and X.

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About The Platfrm
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