



## **Produced By Alice Cooper's Solid Rock Teen Centers**

**Proof Is In The Pudding** is one of the largest youth music competitions in the U.S. (debuting in 2004).

This year's event will feature 300 plus musicians ages 12-25 in October and November at 5 music venues. The winning band and the winning solo artist will receive \$2,000 and \$1,000 cash prizes respectively and the opportunity to open for Alice Cooper, Paul Rodgers (Bad Company) and Gretchen Wilson at Christmas Pudding on December 7th in Phoenix (2,600 people).

## **Previous/Current Sponsors**

Amazon  
Arizona Lottery  
Arizona State University  
Desert Financial Credit Union  
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Lerner and Rowe  
Lou Malnati's Pizzeria  
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Arizona Cardinals  
Arizona Snowbowl  
Avondale Toyota  
Dutch Bros  
KSLX  
Live Nation  
META (Facebook/Instagram)  
Sweetwater  
Taco Bell  
Whataburger

## **Previous Guest Performers**

Alice Cooper      Brian Head Welch (KORN)  
Sister Sledge      Jordin Sparks (American Idol)  
Roger Clyne      Wade Cota (American Idol)  
Jim Adkins (Jimmy Eat World)  
Monte Pittman (Madonna)





## 2024 Music Competition Sponsor Deck

Alice Cooper's Solid Rock Teen Centers has been a 501(c)(3) non-profit charity since 1996.

Our teen centers in Phoenix, Mesa and Goodyear, Arizona are FREE to ALL teens ages 12-20 and serve 1,200 plus youth annually.

We offer a safe space for teens to spend their time after school with free music, art, dance, photography, filmmaking and recording studio lessons and programs. Our purpose is to provide mentorship and positive guidance to teens and to allow them to discover their passions.



**Proof Is In The Pudding (Proof)** is our largest and most successful teen center program and offers youth ages 12-25 to compete to open for Alice Cooper and other celebrities at our Christmas Pudding fundraiser concert. Previous performers at Christmas Pudding have been Alice Cooper, Johnny Depp, Joe Perry, KISS, Gin Blossoms, Rob Zombie, Joan Jett, Gretchen Wilson, P.O.D., Tommy Shaw, Orianthi, Rob Halford, Mark McGrath, Johnny Lang, Sammy Hagar, Nancy Wilson, Sister Sledge and many others. All music genres are welcome to be a part of the music competition.

Proof is an 8 night music competition held at 5 music venues and is free for all ages to attend (schedule below). Each year, the competition features 250 plus musicians ages 12-25 from across Arizona and throughout the U.S. During Proof, many teens have performed on stage with renowned musicians such as Alice Cooper, Rob Halford (Judas Priest), Sister Sledge, Monte Pittman (Madonna), Jim Adkins (Jimmy Eat World) and Brian Head Welch (KORN).

**Title Sponsor**  
**\$20,000**

**SOLD - Thank you to Avondale Toyota and Amazon for being our 2024 co-sponsors.**

**2025 Proof Title Sponsorship and Christmas Pudding sponsorships are still available.**



## Multi Platinum Sponsor **\$10,000**

Your logo will be featured on all flyers and website for our Goodyear teen center grand opening event on November 2nd, featuring a free performance from Alice Cooper and teens from our teen centers. 2,500 plus people are expected to attend this free event. Your logo will be prominently displayed at the event, booth space will be provided and your company will receive on stage mentions.



Your logo will be on all flyers, posters, online flyers and website for Goodyear Rocks. Free event on October 19th in Goodyear, 3,000 plus attendees.

Free concert from Proof Band and Solo Artist at your event or location of choice (\$2,000 value)

Sponsor Signage at the Phoenix, Goodyear and Mesa Teen Centers (annually). Your company will be highlighted at one of our high school performances/events to 1,000 plus high school students (date and high school TBD)

Solid Rock Teen Centers Social Media Posts/Thank You (45,000 plus). Booth space at Music competition events (engage with community, youth musicians, parents/family members, teachers, volunteers and community partners - booth supplied by sponsor)

Sponsor logo on posters/flyers for Proof Music competition. Sponsor Logo on Proof Music competition promo video (played to 10,000 plus students at middle schools, high schools and colleges). Customized promos for your business to be featured during music competition (8 nights, October and November) and our social media I.E. On stage give-a-ways, on stage interview during competition. On Stage Mentions during music competition (250-400 people per night)

Logo and website link in Solid Rock e-mail newsletter (10,000 people) and on Solid Rock music competition website link. Your business will be featured at our Phoenix and Mesa Teen Centers Open Mics in July-December (250 plus attendees each month)

Your logo will be featured on several emails to thousands of school district employees as the Proof event flyers and promo videos are sent directly from several school districts

**Plus, you are supporting teens to spend their time in a safe place!**

# Platinum Sponsor

## **\$5,000.00**

Free concert from Proof Band or Solo Artist at your location or event of choice (\$2,000 value)

Solid Rock Teen Centers Social Media Posts/Thank You (45,000 plus)

Booth space at music competition events (engage with community, youth musicians, parents/family members, teachers, volunteers and community partners - booth supplied by sponsor)

Sponsor logo on posters/flyers for Proof music competition

Sponsor logo on Proof music competition promo Video (played to 10,000 plus students at middle schools and high schools)

Customized promos for your business to be featured during music competition (8 nights, October and November) and our social media I.E. On stage give-a-ways, on stage interview during competition.

On Stage mentions during music competition (250-400 people per night)

Logo and website link in Solid Rock e-mail newsletter (10,000 people) and on Solid Rock music competition website link

Your business will be featured at our Phoenix and Mesa Teen Centers Open Mics in July-December (250 plus attendees each month)

Your logo will be featured on several emails to thousands of school district employees as the Proof event flyers and promo videos are sent directly from several school districts

**Plus, you are providing encouragement, mentorship and a love for the arts to teens and many others in our local community!**



## **Gold Sponsor** **\$2,500.00**

Solid Rock Teen Centers Social Media Posts/Thank You (45,000 plus)

Booth space at music competition events (engage with community, youth musicians, parents/family members, teachers, volunteers and community partners - booth supplied by sponsor)

Sponsor logo on posters/flyers for Proof music competition

Sponsor logo on Proof music competition promo Video (played to 10,000 plus students at middle schools and high schools)

Customized promos for your business to be featured during music competition (8 nights, October and November) and our social media I.E. On stage give-a-ways, on stage interview during competition.

On Stage mentions during music competition (250-400 people per night)

Logo and website link in Solid Rock e-mail newsletter (10,000 people) and on Solid Rock music competition website link

Your logo will be featured on several emails to thousands of school district employees as the Proof event flyers and promo videos are sent directly from several school districts

**Plus, you are supporting teens to be involved in music that may not receive these opportunities in school or their local community!**



## **Contact:**

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Rock Teen Centers

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In-kind donations are  
welcome and to be  
discussed.



## **Proof 2024 Dates**

### **Round 1**

September 30, October 1 & October 2 - Solid Rock Teen Center Phoenix

### **Round 2**

October 14 - The 44 Glendale  
October 15 - CB Live at Desert Ridge Marketplace

### **Round 3**

November 5 and 6 - Palm Valley Church Goodyear

### **The Finals**

November 23 - Paradise Valley Community College