

PROOF IS IN THE PUDDING MUSIC COMPETITION 2025



SPONSORSHIP PROPOSAL



PROOF IS IN THE PUDDING SPONSORSHIP PACKET

INTRODUCTION

Debuting in 2004, Proof Is in the Pudding has become one of the largest youth music competitions in the U.S. This year's event will feature 300+ musicians from ages 12-25 in September, October, and November at five live music venues. The winning band and solo artist will receive \$2,000 and \$1,000 cash prizes, respectively, and the opportunity to open for Alice Cooper at his annual holiday fundraising concert, "Christmas Pudding," held November 15th at Celebrity Theatre.

REOCCURRING SPONSORS

- Amazon
- Arizona Cardinals
- Arizona Lottery
- Arizona Snowbowl
- Arizona State University
- Avondale Toyota
- Desert Financial Credit Union
- Dutch Bros
- Grad Solutions
- KSLX
- Lerner and Rowe
- Live Nation
- Lou Malnati's Pizzeria
- META (Facebook/Instagram)
- Paradise Valley Community College
- Sweetwater
- Shure
- Taco Bell
- Taylor Guitars
- Whataburger



GUEST PERFORMERS OVER THE YEARS

- 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)

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ABOUT SOLID ROCK

Alice Cooper's Solid Rock Teen Centers has been a 501(c)(3) non-profit charity since 1996, with three teen centers in Phoenix, Mesa, and Goodyear, Arizona, serving 1,200+ youth annually with FREE music, art, dance, and other enriching programs.

Proof is in the Pudding (Proof) is our largest and most successful teen center program and offers youth ages 12-25 the opportunity to compete to open for Alice Cooper and other celebrities at our annual Christmas Pudding fundraising 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.

Proof is an eight-night music competition held at five music venues and is free for all ages to attend (schedule below). Each year, the competition features 300+ musicians of all genres, ages 12-25, across Arizona and the U.S. The event has afforded Arizona youth amazing opportunities, such as performing on stage with renowned musicians like Alice Cooper, Rob Halford (Judas Priest), Sister Sledge, Monte Pittman (Madonna), Jim Adkins (Jimmy Eat World), and Brian Head Welch (KORN).



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$20,000

- Two premium tickets to the Alice Cooper/Judas Priest concert on October 22nd, 2025, at Talking Stick Resort Amphitheater in Phoenix, AZ
- Two VIP tickets to Alice Cooper's Christmas Pudding Fundraising Concert - November 15th, at Celebrity Theatre in Phoenix, AZ (Value - \$1,800)
- Sponsor signage at all three Solid Rock Teen Centers (annually)
- Feature presentation with Solid Rock Teen Centers to 1K+ high school students (date and school TBD)
- Prominent stage mentions at each round of Proof events (250-400 attendees/event)
- Booth space at each round of Proof events (community engagement, youth musicians - booth supplied by sponsor)
- On-stage interview at select Proof music competition events (250-400 people per night)
- Sponsor to be featured (including a booth and stage mentions) at Solid Rock's monthly Open Mics at our Phoenix, Mesa, and Goodyear teen centers (July-December)
- YOUR Logo featured on:
 - Solid Rock's social media, including Thank You posts (40k+ Audience)
 - A-frame & sponsor video loop at all eight Proof music competition events
 - Logo & website link featured on Proof website link and Solid Rock Teen Centers' e-newsletter (viewed by 10k+ people)
 - ALL Proof marketing materials printed/digital (commercial, flyers, posters, etc.)

MULTI-PLATINUM SPONSOR - \$10,000

- Two A-section tickets to Alice Cooper's Christmas Pudding Fundraising Concert, held on November 15th at Celebrity Theatre in Phoenix, AZ
- Sponsor to be featured (including a booth and stage mentions) at Solid Rock's monthly Open Mics at our Phoenix, Mesa, and Goodyear teen centers (three months, July-December)
- Free concert from Proof Band or Solo Artist at your event or location of choice (PA system supplied by sponsor, \$2,000 value)
- Sponsor signage at the Phoenix, Goodyear, and Mesa Teen Centers (annually).
- Feature presentation with Solid Rock Teen Centers to 1,000+ high school students (date and high school TBD)

SPONSORSHIP OPPORTUNITIES

MULTI-PLATINUM SPONSOR - \$10,000 (CONTINUED)

- Booth space at eight Proof music competition events (engage with community, youth musicians, etc. - booth supplied by sponsor)
- Interview on stage with sponsor at select Proof music competition events (250-400 people per night)
- YOUR Logo featured on:
 - Solid Rock's social media, including Thank You posts (40k+ Audience)
 - A-frame & sponsor video loop at all eight Proof rounds
 - Logo & website link featured on Proof website link and Solid Rock Teen Centers' e-newsletter (viewed by 10k+ people)
 - ALL Proof Marketing materials printed/digital (commercial, flyers, posters, etc.)

PLATINUM SPONSOR - \$5,000

- Free concert from a Proof Band or Solo Artist at your event or location of choice (PA system provided by sponsor - \$2,000 value)
- Sponsor to be featured (including a booth and stage mentions) at Solid Rock's monthly Open Mics at our Phoenix, Mesa, and Goodyear teen centers (two months, July-December)
- Booth space at eight Proof music competition events (engage with community, youth musicians, etc. - booth supplied by sponsor)
- On-stage mentions, interviews, and giveaways during music competition (250-400 people per night)
- YOUR logo featured on:
 - Solid Rock's social media, including Thank You posts (40k+ Audience)
 - A-frame & sponsor video loop at all eight Proof music competition events
 - Logo & website link featured on Proof website link and Solid Rock Teen Centers' e-newsletter (viewed by 10k+ people)
 - ALL proof marketing materials printed/digital (commercial, flyers, posters, etc.)

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$2,500

- Booth space at eight Proof music competition events (engage with community, youth musicians, etc. - booth supplied by sponsor)
- On-stage mentions, interviews, and giveaways during music competition (250-400 people per night)
- YOUR logo featured on:
 - Solid Rock's social media, including Thank You posts (40k+ Audience)
 - A-frame & sponsor video loop at all eight Proof music competition events
 - Logo & website link featured on Proof website link and Solid Rock Teen Centers' e-newsletter (viewed by 10k+ people)
 - ALL Proof marketing materials printed/digital (commercial, flyers, posters, etc.)

PLUS, YOU ARE SUPPORTING THE TEEN'S ABILITY TO EXPERIENCE FREE, ENRICHING PROGRAMS IN A SAFE SPACE



THANK YOU, FOR SPONSORING PROOF IS IN THE PUDDING

COMPETITION DATES

*5:00pm start time, each night

ROUND 1

September 22nd, 23rd, & 24th

The Rock Teen Center Phoenix

13625 N 32nd Street, Phoenix, AZ 85032

ROUND 2

October 8th & 9th

The 44 Sports Grill & Lounge

4494 W Peoria Ave, Glendale, AZ 85302

ROUND 3

October 20th & 21st

The Stillery - Goodyear

1971 N Globe Dr, Goodyear, AZ 85395

FINAL ROUND

November 1st

Paradise Valley Community College

Performing Arts Center

18401 N 32nd St, Phoenix, AZ 85032

OUR MISSION

*Thank you for helping us
continue our mission of making
an everlasting difference in the
lives of teens.*

CONTACT INFORMATION

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