



07795 431869



James@TeessideLions.com



www.TeessideLions.com

Teesside Lions Sponsorship Proposal

*Partner with us to change lives through
basketball in Teesside & the North East*





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Welcome to **TEESSIDE LIONS**

James Thomson – Founder & Figurehead

- Nearly 30 years' experience in playing, coaching, developing and promoting basketball
- Founded Teesside Lions in 2007; grew into a leading, dynamic club nationally
- Expertise in marketing, PR, event management and education
- Strong connections with prominent business leaders
- Basketball England Talent Pathway Director for the North East
- Visionary leader driving the club to the top of the NBL and building a top-tier youth development program





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Who Are **We**

Teesside Lions is a dynamic basketball club with 400+ members, attracting hundreds of match-day fans and a global appeal.

Teesside Lions was established in 2007 and quickly grew into one of the most dynamic clubs in the country, both on and off the court.

The vision, ambition and ability to make things happen has propelled Teesside Lions to the top of the NBL structure and established one of the best youth development programmes in the UK.

We develop elite athletes and engage the community with positive, life-changing programmes.



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What We Do | Achieve | Strive For Greatness

- Role Models: Mentoring & engagement in schools & prisons
- Elite Teams: 37 players in national talent pathway
- U16, U14, U12 Champions 2025
- England & Great Britain players within club
- Community: 3,800+ reached in 3 months
- Pathways: primary to university via sport
- c400 Players playing 3+ times per week
- c600 Games per year





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PUTTING TEESSIDE ON **SPORTING MAP**

Attracting some of the best
UK athletes to Teesside

Representing Teesside
across the UK

Changing perceptions of
the area





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Our Vision | Level Up Basketball

- Develop North East Centre of Excellence
- Provide player-coach scholarships
- Secure a permanent base (currently renting 5+ venues)
- Build a basketball hub for performance & community
- Add 5 more teams this year
- Focus more growth for girls' basketball



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The Funding Gap | Help Us Make A Difference

- We face a funding shortfall over 3 years due to sponsor loss.
- We are seeking local partners to support:
 - Coaching and community expansion
 - Scholarships and player housing
 - Event promotion and facility development

Package	Contribution	Benefits
Lead Partner	£7,500+/year	Brand on kit, media, banners, naming rights on programmes
Official Partner	£2,500 - £5,000/year	Court visibility, digital promos, PR
Community Champion	£500 - £2,000/year	Shout-outs, social media, grassroots visibility



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Why Partner **With Us?**

- Reach thousands of families, students, and fans
- Align with youth development and anti-violence efforts
- Be part of a regional Centre of Excellence
- Build brand goodwill through high-impact CSR
- UK wide presence & global recognition
- Join our network of high-profile partners





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Testimonials | See more on socials

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Testimonials | Don't take our word for it

"When my three nephews - (10, 8 and 6) - got involved with Teesside Lions, I saw them grow in confidence, make proper friendships and learn what it means to stick at something even when it's tough and they did this all while having a laugh and enjoying themselves.

What really struck me was how the club brings together kids from all backgrounds and the quality of the coaching. It teaches them to work as a team and builds character, discipline and resilience.

Teesside Lions is a real asset to the community. If you're a business looking to give something back and support the next generation in our region, you won't find many better causes to get behind.

The difference it makes to families and kids says it all."

Ben Houchen
Mayor of the Tees Valley





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Testimonials

"Teesside University is proud to support the Teesside Lions Basketball Club, whose presence on our campus reflects our shared commitment to excellence, opportunity and community engagement.

Sport plays a vital role in shaping confident, resilient and collaborative individuals. Through the Teesside Lions, players learn the value of teamwork, discipline and perseverance - qualities that are essential for success in life and in the workplace. The Lions exemplify these values, inspiring our students and local community, offering a powerful model of leadership and ambition.

Through our partnership with the Lions, we provide our students with a platform to develop and showcase their talent and support youth basketball across the region to inspire the next generation of elite players."

Professor Mark Simpson
Deputy Vice-Chancellor
Teesside University





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Testimonials

"Teesside Lions culture and coaching philosophy, nurturing skills, promoting fun and building character are exactly what today's young people need. We have seen our son transform from shy and hesitant to confident, driven and courageous."

Teesside Lions is a vibrant community hub. Through its many initiatives, it's a fantastic way in which local business can support their local community and deliver meaningful impact while contributing to a better and brighter society."

Kirsten Donkin
Head of Communications, Double Eleven



"Teesside Lions is a great example of using sport to engage and enhance young people. I have witnessed this first-hand and am pleased to support the club and their ambitious endeavours. I would urge others to also."

Chris Garland
Vice President, ALTRAD





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Testimonials

"I have witnessed the profound impact this club has had on young people, not just in terms of athletic development but in shaping character, discipline and resilience.

I see immense value in supporting organisations like the Teesside Lions. Their commitment to early intervention, inclusivity and personal development aligns perfectly with the values we should strive to uphold.

Sponsoring this is about investing in the future of our community. The Teesside Lions are a movement for health, empowerment and unity. It fosters a healthy balance of social interaction and keeping healthy whilst mitigating the negative aspects of excessive technology use.

I urge fellow business leaders to see the potential here, not just in players, but in the ripple effect this club has across Teesside. Your support can help expand their reach, deepen their impact and continue building a legacy of strength and inclusion in our region."

Zoey Daley-Johnson
Associate Director, Deloitte





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Testimonials

"At HMP Kirklevington Grange, rehabilitation is a daily commitment. Through innovative partnerships and a regime built around resettlement we aim to improve the lives of prisoners and help them resettlement into the community. Among the most impactful initiatives has been the partnership with Teesside Lions.

Teesside Lions has brought structure, mentorship and inspiration to prisoners. Each session builds not only athletic skill but also character, focusing on Discipline, Respect, Teamwork, Communication, Self-Control and Emotional Regulation

Prisoners learn to manage frustration, communicate effectively and support one another which are skills that are essential for life beyond prison walls. The coaches serve not only as trainers but as mentors, offering guidance and encouragement that many inmates have never experienced before.

Feedback from prisoners and staff has been overwhelmingly positive with many describing the sessions as a highlight of their week and a turning point in their rehabilitation journey."

Chris Hounslow
Deputy Governor, HMP Kirklevington Grange





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Testimonials

"When we first spoke to James about partnering with the Lions, it was the ambition of the club that stood out. We (Ryze) aligned with the values of the club, the drive and passion that they have and it was clear they were looking to create the best team and community the sport has seen in the UK, so we wanted to help.

The community is fantastic, what it offers for both the children and older players is inspiring and to see the progression over the years that we've been involved has been wonderful. There are a lot of positives for those involved with sports clubs in general but the Lions have also developed a high-performing senior team that elevates the aspirations of the up-and-coming players even further, not to mention letting people enjoy a spectacle each time they see a home game.

My nephew and friend's children play for the Lions and after being involved as a sponsor for over 4 years now, we've seen not only the club's progression but the progress of players too. Any business or brand looking to get involved will enjoy a strong exposure to the community, to other businesses but best of all, it's for all the right reasons."

Dave Smith
Founder & CEO, Ryze





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Testimonials

"Under the guidance of James Thomson, the school basketball club has made a significant impact. Through dedicated coaching and mentorship, the school has achieved outstanding results and won the North East Championship of Jr NBA.

James' leadership has helped develop performance level players and encouraged others into the sport. Students have developed skills, understanding and work ethic which has also inspired academic improvements.

Students have shown improvements in attendance, behaviour and academic performance that is likely linked to the focus and discipline gained through sport.

This partnership highlights the positive influence of targeted coaching and extra curricular sports engagement on student development and school outcomes."

Justin Theakston
Director Sports Academy, Acklam Grange School





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Testimonials

"I came to the Teesside Lions at 14 years old with barely any experience and no knowledge of the game. Basketball quickly gave me structure, purpose and a space where I could grow both physically and mentally. The Teesside Lions is so much more than just a place to train.

I have worked with excellent coaches and play at one of the highest levels. I have also made lifelong friends and the club has helped shape who I am.

James, Serge and Ryan and have all played a massive role in my development pushing me when I needed it and always supporting me. Playing for the Lions senior team in front of all the fans was a proud moment.

I really appreciate the time and effort put into me by the Lions and I am thankful for the support that has helped me grow and which led to the amazing opportunity to represent Great Britain."

Jaydon Wise-Malcom
Great Britain Junior





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Testimonials

"Kids can get stuck in a rut in this day and age, with laptops, phones & social media. Then along came Teesside lions. It's changed our boy's life.

He's made new friends, his fitness levels have come on leaps and bounds and as parents we have also made new friends. It's ran fantastically by James and his team who do an amazing job.

We watch how much our boy has come on and loves it so just want to say a massive thank you to James and everyone involved at Teesside Lions."

George Williamson
Parent & Entertainer





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Other Media | Stand Out With Us

- ❖ [Learning To Lose by James Thomson](#)
- ❖ [Welcome to Teesside Lions by Ryze](#)
- ❖ [2022 Playoff Champions \(best in country ahead of 53 teams\)](#)
- ❖ [Kit Launch by Ryze](#)
- ❖ [Junior Training Promo](#)
- ❖ ['Schools In' Project](#)
- ❖ [Teesside Lions](#)



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Whether a little or **a lot...**

Help us make a **difference**

Contact

James Thomson

CEO

Teesside Lions

Director of Coaching



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