

AN INTRODUCTION TO SPORT SCHOLARSHIPS AND UNIVERSITY ADMISSIONS IN THE USA



FIRSTPOINT★USA

WHERE POTENTIAL MEETS OPPORTUNITY



ABOUT US



We have secured over \$400m in scholarship awards



We have worked with more than 35,000 athletes



We have supported athletes from 87 different countries



We have a network of coaches from 2,500 colleges and universities



We have places for up to 1,000 athletes each year



We have a team of 70+ staff made up of former student athletes

AMERICAN COLLEGE SPORT



The combined annual TV contract for NCAA football and basketball is over \$2 billion annually



9 out of 10 of the world's biggest stadiums are on US college campuses



Of the world's top 10 universities, 8 are in the United States



6 college football teams attract an average home attendance of more than 100,000 fans

INTRODUCTION



CREATING LIFE-CHANGING OPPORTUNITIES FOR ATHLETES FROM ALL OVER THE WORLD

We are the world’s leading US sports scholarship and university admissions agency. Since 2001, we’ve changed the lives of over 35,000 talented young sportsmen and women, empowering their futures and realising their potential, while providing scouting services to over 2,500 American universities and their respective sports teams and programs.

FirstPoint USA is recognised and respected by America’s top learning institutions. We are certified by the NCAA to secure academic and sporting opportunities to international students across the USA and Canada and trusted by high profile partners including Premier League clubs Arsenal and Fulham, MLS academies Philadelphia Union, Charlotte and Nashville, Scottish Premier League clubs Dundee and Ross County, and governing bodies USL and the PFA of Northern Ireland.

With a network of staff across the world in our London, Manchester, Glasgow, Delhi and Miami offices, many of our

team are former student-athletes who now give back to a new generation, sharing their insights and experiences of college life in the States.

Our CEO and Founder Andrew Kean is a former All-American soccer player and Hall of Fame inductee at the University of Cincinnati, blazing a trail for other international athletes to follow in his footsteps and experience the ‘best of both worlds’ as a student-athlete at some of the best facilities in the world.

His mission? To empower potential and help greatness grow.



Certified by NCAA - National Collegiate Athletic Association

LIFE AS A COLLEGE ATHLETE

- You could be one of 30,000 students on campus and one of 600 elite athletes
- The average athletic department employs around 1,000 staff
- You will play on average 2 games per week
- You will train for 6 days a week

EARNING POTENTIAL

- Individuals with US degrees earn an additional £426,000 over the course of a lifetime compared to £153,000 for those who attend a UK university
- The top 5 NIL student-athletes earned between \$2.2m and \$5.1m annually from their personal brands
- A high performing college athlete could earn anywhere from \$50,000 to \$100,000 annually from NIL income



OUR ASSESSMENT OF ATHLETES

Over 60,000 prospective athletes apply to FirstPoint USA each year hoping to gain one of the 1,000 places we make available on our service. When considering who to offer a place to, we look at several important factors, including sporting ability, potential, academic results, commitment, attitude, and family support. The process of gaining a place with FirstPoint USA is as follows:



Assess your sporting ability, athleticism and potential against the qualification criteria



One-to-one interview with you and your family



Review of your academic eligibility



Decision on whether to offer you a place with FirstPoint USA



Gain your sport scholarship to the USA



Pastoral support throughout your scholarship journey



AMERICAN COLLEGE SPORT

American college sports is a multi-billion-dollar industry, with teams often boasting higher TV ratings and larger game-day crowds than top-tier professional leagues, while generating comparable or even greater revenue.

Almost every household in America will support one college team or another which, in turn, makes the college game very a colossal business, with billions generated through TV deals, merchandise and ticket sales.

Some of the highest profile athletes in the world attained scholarships at an American university in the early stages of their careers, with the roll call of alumni including Michael Jordan (University

of North Carolina), Tiger Woods (Stanford University), Caitlin Clark (University of Iowa) and Megan Rapinoe (University of Portland). Indeed the recent Paris Olympics was dominated by current or former athletes, with 127 gold medals, 95 silver and 108 bronze medals landed by NCAA stars, including swimmer Leon Marchand (France and Arizona State University) and sprinter Gabby Thomas (USA and Harvard University).

Only the country's elite athletes will be given the opportunity to play top level college sport, alongside those recruited internationally, with scholarship athletes being highly regarded throughout the US.

Highlighting the scale of US college sport, check out some of these stats!

- The average attendance at a University of Michigan football game is 109,971
- Nike's kit deal with UCLA is worth \$7.7m per year - \$46.5million in total
- Ohio State University's athletic department generates an annual income of \$251 million
- If the University of South Carolina was a country, it would be ranked the 3rd in All-Time Olympic medal table based on medals won by their student-athletes
- The top five college football coaches in the US all earn in excess of \$10m a year, with the highest salary being awarded to Kirby Smart from the University of Georgia
- The University of Alabama recently invested \$40m in their college golf facilities, designed by Ryder Cup star and alum Justin Thomas
- Louisiana State University gymnast Olivia Dunne earned \$4m in NIL sponsorships and endorsements, thanks to her 13.6m social media followers
- According to The Times World University Rankings* 7 out of the top-10 ranked universities in the world are in the United States - Stanford, MIT, Harvard, Princeton, Caltech, Cal Berkeley and Yale.

*The Times Higher Education World University Rankings 2024



IN 2023/24, OHIO STATE UNIVERSITY'S SPORTS TEAMS (KNOWN AS THE BUCK EYES) GENERATED REVENUES OF \$251 MILLION, INCLUDING \$64.3 MILLION FROM FOOTBALL TICKET SALES



LIFE AS A COLLEGE ATHLETE

College athletes enjoy the best of both worlds: the opportunity to train and compete like professionals while also pursuing a higher education degree. While this dual commitment can be challenging and demanding, the potential rewards, both athletic and academic, make it worthwhile.

Campuses across the country vary in size and you could be one of 30,000 students at a university, but one of the select few elite athletes awarded a scholarship, with special attention afforded to you as a representative of one of the university's heralded sports teams.

The options of what to study are numerous, as are the choice of sports, and you could be aiming for a degree in business, engineering or sports science, while running out for the soccer, rugby or track and field team. The average athletic department houses all sports on campus and employs around 1,000 full-time staff who look after the needs of the athletes, both on and off the field.

As an athlete, you will be training double/triple sessions for 6 days per week. At times, you may

be competing for your university at least twice per week, with half of your games or events taking place away from home. America is a large country, therefore flying 6-7 hours for a game is not unusual and you would find that 2-3 consecutive away games is the equivalent of 7-14 days of being away from campus. During this time, you'll be expected to keep on top of your academics and maintain good grades.

Top-performing college athletes will be household names in the States, competing in Olympic games and representing their country and there will be demands on you to perform at an elite level, while maintaining your academic work and study commitments. Hard work? Yes. Challenging? Yes. Rewarding on and off the field? Most certainly!



A DAY IN THE LIFE OF A STUDENT ATHLETE



6.00AM
Wake Up



6.30AM
Gym Session



7.30AM
Breakfast



8.00AM
Class



12.00PM
Lunch



1.00PM
Head to Facility



1.30PM
Team Meeting



2.30PM
Practice



6.00PM
Recovery



6.30PM
Dinner



7.30PM
Study



9.00PM
Free Time



TOP 10 RANKED UNIVERSITIES IN THE STATES



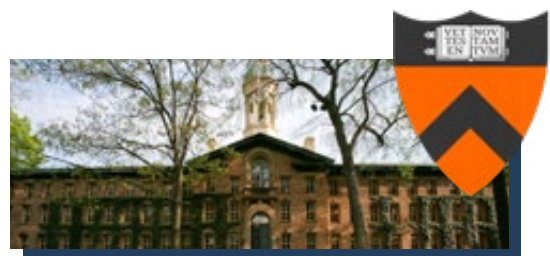
1. Stanford University, CA



2. Massachusetts Institute of Technology, MA



3. Harvard University, MA



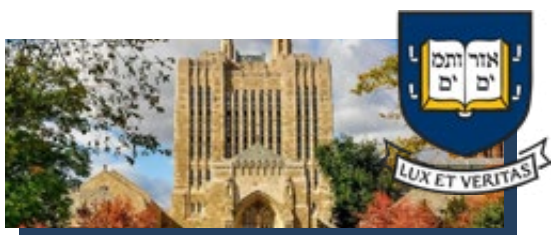
4. Princeton University, NJ



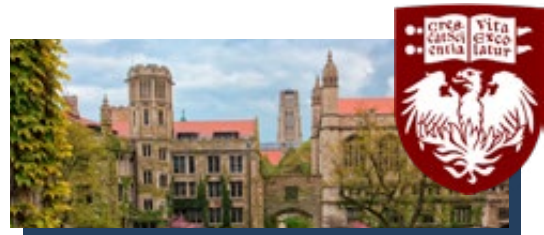
5. California Institute of Technology, CA



6. University of California, Berkeley, CA



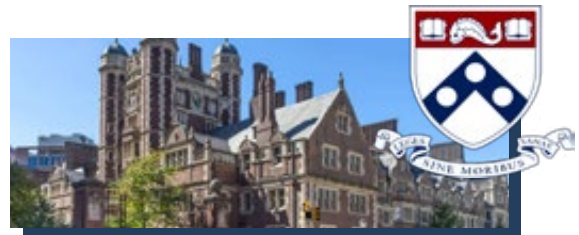
7. Yale University, CT



8. University of Chicago, IL



9. Johns Hopkins University, MD



10. University of Pennsylvania, PA

SCHOLARSHIPS: HOW THEY WORK



According to figures from the NCAA, more than 180,000 student-athletes receive around \$3.6 billion in athletic scholarships in Divisions I and II each year, with the average athletic scholarship being worth \$18,000 per student-athlete.

There are two types of sports scholarship that you can receive from a US college or university. One is called a 'full scholarship' and the other is a 'partial scholarship.' Every athlete wants a full scholarship. This is because it covers most of the costs involved with attending university in America. A full scholarship will mean that the university is paying for all your tuition, accommodation, food, books and everything related to your sport. As an example, a full scholarship at Stanford is worth approximately \$400,000 for one athlete.

A partial scholarship is just as it sounds, it is where the university are offering you a deal that will cover some, but not all, of the costs associated with attending the university. If, for example, a

university costs \$50,000 and the coach is giving you a scholarship worth \$35,000, then this is a partial scholarship as there is a \$15,000 shortfall that you will be required to contribute towards the costs of attending the university.

Most partial scholarships come with the incentive that if you perform well, both on the field and in the classroom, then the coach can reward you with a scholarship increase, thus reducing the overall financial contribution required from you and your family. There are also other scholarships that a university can offer (academic scholarships, for example) and these can be combined with a sports scholarship to cover the costs associated with attending a university.

Full Scholarship

Covers most of the costs involved with attending university in America.

- **Tuition**
- **Accommodation**
- **Food**
- **Books**
- **Sporting expenses**

Partial Scholarship

Covers some, but not all of the costs involved with attending university in America

Example Costs:

Cost of Programme: \$50,000

Scholarship award: \$35,000

Student contribution: \$15,000



The current average annual contribution of a FirstPoint USA student-athlete is £12,000. As a comparison, the annual cost of university tuition in England is £9,000, which doesn't cover additional costs such as accommodation.

**This is an average figure - your contribution may be lower or higher dependent on the level of scholarship awarded.*

ALUMNI SUCCESS

Liam Doyle: From Junior College to NCAA DI to the MLS

Originally from the Isle of Man, Liam Doyle impressed FirstPoint USA's coaching team at a college ID assessment trial in his hometown, successfully securing a place on the soccer program and eyeing his dream move to the States.

He landed an initial scholarship with Cincinnati State Technical and Community College, a junior college in the NJCAA and played there for two years scoring 19 goals in 38 games, before attracting the attention of some top NCAA D1 programs and signing a transfer to Ohio State University, one of the top ranked sides in the nation.

Liam enjoyed two great seasons with the Buck Eyes and made the MLS Super Draft, before playing professionally in the States with a number of USL sides, including LA Galaxy. He has continued his career in the States within the soccer industry and is now Director of Soccer Operations at MLS club Nashville.



Danny Willett: College Golfer to Masters Champion

Danny Willett, one of our most celebrated alumni on the global stage, joined us as a promising young golfer in the England U18s squad. His talent quickly flourished, earning him a scholarship to Jacksonville State University in Alabama. There, he was named Freshman of the Year in the Ohio Valley Conference and ascended to the top of the World Amateur Golf Rankings. As a collegiate golfer, he represented GB&I in the 2007 Walker Cup before turning professional in 2008.

When Danny wins, he tends to win big and his maiden pro victory came at the 2012 BMW International Open, followed by triumphs in the Omega European Masters and the Dubai Desert Classic before landing his first Major with a sensational win at the 2016 Masters in Augusta.

He represented Team Europe in the Ryder Cup later that season, and has since gone on to claim multiple tour victories, including the Dunhill Links Championship and BMW PGA Championship at Wentworth.



THE FIRSTPOINT USA SERVICE

Our Network

FirstPoint USA work with over 2,500 American colleges & universities covering all 50 US states and across the different levels, from NCAA DI to NAIA and NJCAA. We have worked with these colleges for the past 20+ years and have developed strong relationships with thousands of coaches in different sports along the way.

Your Options

There are two options for you to consider when deciding how best to secure a sports scholarship to an American university.

The first option would be for you to pursue the opportunity on your own. This is not always easy, but it is certainly possible. The main benefit of pursuing the scholarship process by yourself is that it is completely free to do so, albeit it will involve a lot of your own work, research, phone / video calls, while it may be difficult to make

connections with the right coaches. And we can help you do this through creating a Free Profile on our platform at firstpointusa.com

Your second option is to utilize FirstPoint USA's specialized sports scholarship and university admissions service. By paying a fee for either of our comprehensive packages, you can entrust us to manage the entire process, supporting you from the initial stages, all the way through to graduation.

Guarantees & Our Success

FirstPoint USA provides a guarantee to each client that every effort will be made to provide them with opportunities to attend a college or university that best fits their academic, athletic, financial and social needs – and we are committed to each client until this has been achieved.

However, it is prohibited under both NCAA regulations (12.3.3.1 Talent Evaluation Services & Agents) and British Consumer Law for either FirstPoint USA – or any sports scholarship agency – to provide promises, guarantees or

assurances regarding specific scholarship offers to any US college or university.

Scholarships are awarded by the universities themselves, therefore scholarship offers cannot be guaranteed as a condition of working with us. However, we are very thorough when assessing our athletes to ensure they meet the academic, athletic and eligibility requirements to obtain a scholarship in the US, and every client we have worked with has received an offer from a university or college.

OUR SERVICE PACKAGE OPTIONS



Prospective student-athletes and their families can choose from our two different service package options, designed to suit your budget and varying requirements. Select from Professional or Elite, with each package delivering a comprehensive range of service benefits.

ATHLETE SERVICE FEATURES	ELITE £5,450	
Exclusive Athlete Filming and Editing for Promotional Video	✓	
College Transfer Portal Support Including Full Re-Promotion	✓	
4 Years of Advanced Pastoral Support	✓	
Private 1 on 1 Tutoring to Prepare for SAT Tests	✓	PRO £3,450
Booking & Payment of 1 SAT Exam	✓	
SW7 Academy performance coaching and S&C app	✓	✓
Athlete Preparation Webinars	✓	✓
Access to our Bespoke SAT Prep Platform	✓	✓
Sports Film Editing and Highlights Package	✓	✓
Video Portfolio	✓	✓
Dedicated College Placement Consultant	✓	✓
College Sports Recruiting Platform	✓	✓
Athlete Marketing & Promotion	✓	✓
Guaranteed University or College Opportunities	✓	✓
Academic Evaluation & Conversion Report	✓	✓
GPA Analysis & Calculation	✓	✓
Pre-Qualification of Athletic Eligibility	✓	✓
NCAA, NAIA, NJCAA Eligibility Support	✓	✓
University Placement & Planning	✓	✓
Academic Scholarship & Funding Search	✓	✓
NCAA/NAIA Eligibility Report Preparation & Guidance	✓	✓
University Application, Preparation & Submission	✓	✓
Student Visa Support	✓	✓
4 Years Duty of Care and Pastoral Guidance	✓	✓

Our Service Features

Private 1 on 1 SAT Tutoring 10 hours of bespoke 1 on 1 tutoring from a 99 percentile instructor.
Booking & Payment of 1 SAT Exam We will take care of booking your SAT at a date and time that suits you.
Exclusive Filming and Editing of One of Your Matches or Events We will arrange for a professional filming crew to come and film then edit one of your matches or events.
Athlete Preparation Webinars You will be invited to attend a series of webinars with our College Placement staff in preparation for life as a student athlete in your respective sport.
College Transfer Portal Support Including Full Repromotion Should you wish to transfer at any stage during your 4 years in college, your dedicated College Placement Consultant will work with you on a full repromotion, assisting with your transfer.
4 years of Advanced Pastoral Support You will receive our bespoke pastoral care cover for all 4 years of your college career in the US.
SW7 Academy Performance Coaching and Strength & Conditioning App You will receive access to the industry leading SW7 Academy strength and conditioning app, developed for athletes across all sports by former British Lions and Wales rugby captain Sam Warburton and his team of sports coaching experts. The app brings you elite level strength and conditioning coaching to help you improve your fitness and performance ahead of going to the US.
College Sports Recruiting Platform As a FirstPoint USA athlete, you will be promoted to over 50,000 US coaches via our bespoke digital scholarship platform. Coaches will be able to view your stats and video footage, giving you a competitive advantage when they begin their recruitment cycle.
Access to our Bespoke SAT Prep Platform You'll have your own tailor-made study plan to make sure you're ready for your SAT, with access to video lessons, study plans, a quiz mode with customised practice and access to our bespoke mobile revision app.
Sports Film Editing and Highlights Package Our media team will edit your video footage to make sure the coaches are seeing your best highlights!
Video Portfolio Our media team will help compile your promotional video portfolio.
Dedicated College Placement Consultant You'll have your own personal College Placement consultant with bags of US collegiate sport experience who will work closely with you and your family to guide you on your journey to becoming a student-athlete in the US.
Athlete Marketing & Promotion We will promote you to our extensive network of US coaches relevant to your sport, which has been built up through 20+ years of experience.
Guaranteed University Opportunities Guaranteed college offers (so long as FirstPoint USA has been given the opportunity to deliver the full service).
Academic Evaluation & Conversion Report Converting your education results into US equivalent for application.
Pre-Qualification of Athletic Eligibility Qualify whether you have the required ability to obtain athletic scholarship funding at various levels.
NCAA, NAIA, NJCAA Eligibility Support Our experienced team of experts will advise and support on navigating the eligibility regulations.
University Placement & Planning Placement at the best fit US institution for you and help in preparing all necessary documents.
Academic Scholarship & Funding Search Support in sourcing academic scholarship and funding options.
NCAA/NAIA Eligibility Report Preparation & Guidance - University Application, Preparation & Submission Guidance and support on registering and submitting documentation to eligibility centres for relevant governing bodies.
Student Visa Assistance Assistance in preparing and applying for your US study visa.
4 Years Duty of Care and Pastoral Guidance FirstPoint staff will be on hand, as a point of contact throughout your four years of study.

ADDITIONAL COSTS TO CONSIDER

Athletes and families should also consider the list of additional costs that are likely to be incurred when embarking on your US college journey, including elements such as flights and health insurance, and allow for these within your budget planning.



Flights to the USA -
\$600 - \$1200* (per year)



SAT Test - \$111 (one-off)



Student Visa - \$500 (one-off)



Eligibility Centre - \$150 (one-off)



**Living Costs (shopping,
eating out, etc) - \$TBC**



**TOEFL (for athletes who have
English as a second language) -**
\$235 (one-off)

*The cost of flights will vary dependent on date, location and airline.

HEALTH INSURANCE

As a student-athlete, all aspects of medical support are covered by the Athletic Department and its team of doctors, surgeons and physios. However, it is always recommended to have an additional policy to cover any occasion when you are not around the campus or with the team. Health cover can often be included within an athletes' scholarship package, however if it is not, then there are plenty of options available. An additional health insurance policy can be obtained for an annual cost of approximately \$1,000 per year.



HOW DO WE COMPARE?



At FirstPoint USA, we fully understand that price will naturally be one of the driving factors in the decision-making process for many families. That's why we always work with absolute transparency when it comes to the cost of our services. Unlike some alternative service providers, you'll never be forced into a high-pressure sales process with us, and all our package prices are clearly displayed and easy to access at each stage of the process.

	FIRST POINT USA	United Sports USA	College Scholarships USA	Future Elite Sports	Soccer Assist
NCAA Certified	✓	X	X	X	X
SW7 Academy strength and conditioning performance coaching app	✓	X	X	X	X
Personalised SAT Guidance with Study Plan, Score Predictor, Quiz Mode, Video Lessons and Mobile App Included	✓	X	X	X	X
Transparent Pricing	✓	X	X	X	X
Scholarship Brokering	✓	✓	✓	✓	✓
Exclusive partners Arsenal, Fulham, Philadelphia Union, Nashville SC, Dundee FC and the USL	✓	X	X	X	X
Bespoke College Recruitment Platform with Access to Over 50,000 Coaches	✓	X	X	X	X
Dedicated College Placement Consultant	✓	X	X	✓	X
Four years duty of care support throughout college	✓	X	X	X	X
After College Career Support	✓	X	✓	X	X
Pre-qualification of Athletic Eligibility	✓	✓	✓	✓	✓
Insurance & Flight Guidance	✓	✓	✓	✓	X

STUDYING IN THE US vs. STUDYING IN THE UK

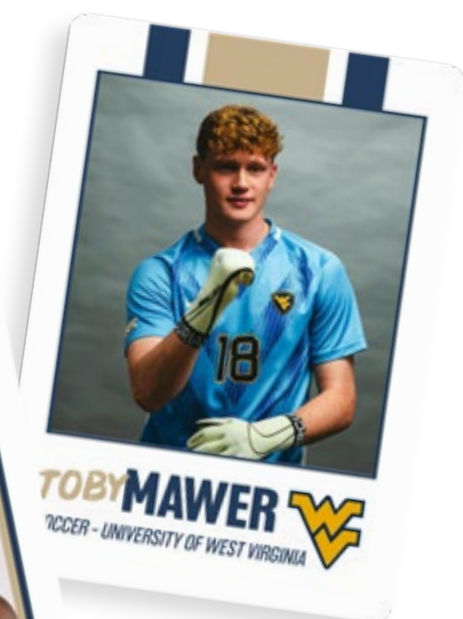
The current average contribution of a FirstPoint USA student-athlete is £12,000, when taking into consideration the average scholarship awarded and the overall cost of attending college or university in the US.

As a comparison, the average cost of university tuition in England is £9,250, which notably doesn't cover significant additional costs such as accommodation. All in, you could be expected to pay around £22,000 per annum when attending an English university. For international students, the

tuition fees alone range from £11,000 to £38,000.

When it comes to playing sport at college or university, the benefits of studying in the US significantly outweigh what is available to you in the UK. You'll have access to some of the best sports facilities in the world, the opportunity to compete in front of large crowds, perform regularly at a high level, train full-time with some of the best coaches in the country and enjoy the type of support normally reserved for professional athletes.

Item	UK	US
Training	Part-Time	Full-Time
Facilities	Shared	Sports Specific
Crowds	Few	Large
Competition	Mixed	High
Pro Opportunities	Limited	Various
Playing Level	Mixed	High



THE FIRSTPOINT USA SERVICE JOURNEY



1. ENGAGEMENT

We will assign you a dedicated Sports Client Administrator and College Placement Manager.



2. KICK-OFF

An initial catch-up and onboarding call with you and your family, where we will calculate your GPA.



3. ATHLETE PROFILE

Build your academic and athletic profile on our digital platform, and add in your contribution budget range.



4. PROMOTION

We will promote and market you through our extensive college coach network.



5. TARGETING

Your College Placement Manager will contact best fit college coaches and create a recommended shortlist.



6. COACH COMMUNICATION

We will help prepare you for meetings and communication with prospective coaches.



7. SCHOLARSHIP OFFERS

We will broker and negotiate scholarship offers on your behalf.



8. REVIEW

Discuss and review feedback from colleges and universities with advice on 'best fit' athletically, academically, socially and financially.



9. ACCEPTANCE

Once offers are received, we will discuss the acceptance of the best offer and provide guidance & support with the application & eligibility process.



10. ADMISSION

You will receive documentation with your formal offer before help with arranging your Visa.



11. PRE-DEPARTURE

Final arrangements – flights, insurance, currency and what to expect when you get there.



12. DEPART

Run through your pre-flight checklist before you head to the US.



13. CHECK-IN

Once you're on campus we'll check in with you to ensure you're up and running.



14. SUPPORT

Ongoing support for you and your family during your college career.

SUPPORTING STUDENT ATHLETES WITH THE ADMISSIONS PROCESS

FirstPoint USA's comprehensive service is designed to guide prospective student-athletes and their families through each stage of the admissions process. Our experienced team offers support with the following elements:

- Understanding the benefits of a coach 'assisted admission'.
- Navigating the Common Application process, including an overview of deadlines, types of applications (such as Early Decision, Early Action Regular Decision), and required materials (including letters of recommendation).
- Providing insights into the Early Decision process, including its benefits, obligations, and how it impacts overall admission strategy and acceptance rates.
- Providing detailed guidance on crafting admissions essays and answering institution-specific questions, whether applying via the Common App or directly to a university.
- Offering insights into the admissions process for direct applications to universities.
- Conducting thorough application reviews before submission.
- General advice on the Financial Aid process (including use of the CSS profile) and associated deadlines.

This process can be time-consuming and daunting in some cases, but our expertise in these areas is designed to make it smoother, easier and more efficient for you.



SOURCES OF FINANCIAL AID AND FUNDING FOR INTERNATIONAL STUDENTS

In addition to the opportunity to secure an athletic or academic scholarship, there are other financial support options available to assist your education in the US. One of the primary functions of our service is to find you the best level of scholarship available, and this is based on the following factors:

- Official school qualifications and grades
- Admissions exam results
- Sporting ability and achievement

Thereafter, prospective student-athletes should also consider the options summarised below.

1. Funding from the University

Your best resource for funding will be the university to which you are applying. Many universities offer significant funding to international students, including needs-based financial aid.

Your financial need is calculated by subtracting the amount your family is able to contribute towards your education from a university's published cost of attendance. If you can pay the full cost of attendance, you will receive no financial aid.

Dozens of universities will fund the full demonstrated financial need of admitted international students. However, many of these will factor an applicant's financial circumstances into their admissions decision. This is known as need-aware admissions. If you have high financial need and are a need-aware university's most desirable applicant, it is possible your full financial need will be met.

Some universities are need-blind and do not base your admissions decision on your financial circumstances.

2. External Funding Bodies

There are hundreds of funding bodies helping international students attend university in the USA. They include trusts, charities and private donors committed to a particular educational mission. Like scholarships, external funding bodies often have specific qualities they are looking for in applicants, such as gender, country of origin, ethnicity and interests.

3. Loans

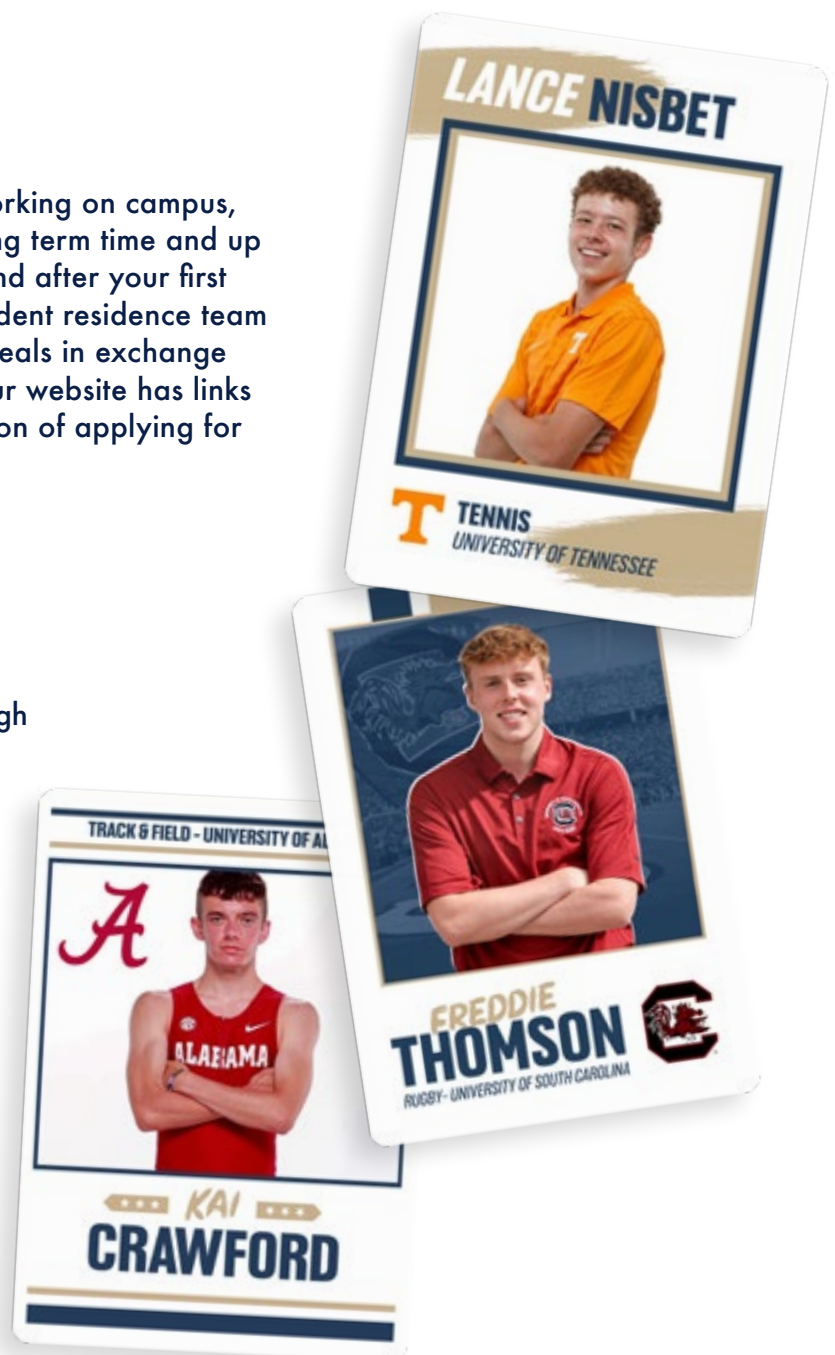
Some US colleges will loan money directly to international students. You should contact each university's financial aid office to find out the usual loan arrangements for international students if a loan is necessary for you to undertake your studies.

4. Working on Campus

Students can earn additional income by working on campus, up to a maximum of 20 hours a week during term time and up to 40 hours a week during the holidays. And after your first year, you could apply to be part of the student residence team and receive free on-campus housing and meals in exchange for helping to manage a residence hall. Our website has links to help you access resources and information of applying for funding from external bodies.

5. Name, Image & Likeness (NIL)

Student-athletes can now earn income through Name, Image & Likeness, with brands now paying for sponsorships and endorsements, social media posts, player appearances, coaching and merchandise. There are some restrictions for international students earning NIL income but there is a growing opportunity for athletes in this marketplace to generate income and contribute to your living expenses.



PARTNERSHIPS



FirstPoint USA is proud to have forged partnerships with many leading clubs, sports organisations, national governing bodies, academies and schools, through sponsorship, athlete support and provision of our services. We work closely with our partners to deliver guidance on the player pathway and transition, ensuring athletes receive expert advice and insights from our own team of former student-athletes.

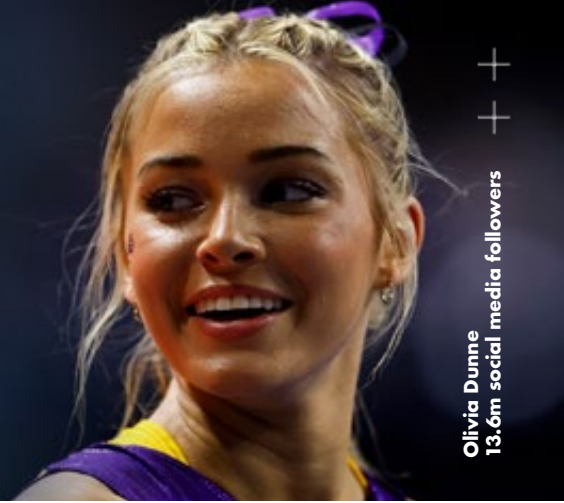


We also work with respected brands who add value to our own service package, including SW7 Academy and their strength and conditioning app, Football Careers who support graduates looking for future roles in the sports sector, and Jabil, opening up unique intern and graduate employment opportunities across their global manufacturing business.





NAME, IMAGE, LIKENESS



Olivia Dunne
13.6m social media followers

Historically, within NCAA-governed collegiate athletics, student-athletes have been restricted in their ability to make money during their tenure at their chosen institution. More specifically, NCAA athletes have been prohibited from profiting off their name, image and likeness in the same way that their professional counterparts have. Until recently, when legislation changes created a huge opportunity for student-athletes.

What is NIL?

Quite simply, an athlete's "Name, Image and Likeness" are the three key components that make up an individual's legal "right of publicity" in the US. This covers anything from their face appearing on an advert or social media post, an avatar representing them in computer-generated form within a video game or even something as simple as their name appearing on an item of clothing.

NIL legislation has moved the goalposts and given the green light for individuals to monetize their NIL rights in line with state laws, school and conference requirements which all have their own additional policies in place to adhere to.

Businesses across America are now investing millions of dollars in student-athlete and college team endorsements, with many universities now employing NIL specialists to help their students maximize the opportunity. From sports apparel to restaurants, car manufacturers to soft drinks, brands are throwing significant money behind college athletes, targeting those who have a large social media following and engaging content creation.

"The NIL landscape represents a transformative shift in the intersection of college sports and marketing. With the growing influence of digital platforms, student-athletes are becoming central figures in brand promotion, leveraging their online presence to engage with audiences who are more glued to their phones than ever before." Forbes Magazine

NIL has been a game-changer for elite level college athletes, and in 2023 the top five earners brought in more than \$2m of NIL income. Leading the way is University of Colorado quarterback Shedeur Sanders, whose NIL valuation is an incredible \$5.1m, while Louisiana State University gymnast Livvy Dunne generated an estimated \$4m NIL income through her portfolio of endorsement deals.

By developing your own personal brand, ensuring your social media presence has a professional look and embracing content creation, the sky is the limit for your NIL earning potential.

DON'T JUST TAKE OUR WORD FOR IT ★★★★★

“ ”

We had a great experience with FirstPoint USA. My son has just flown out to Oklahoma to begin his journey. He had plenty of offers from all over the USA and his College Placement Manager provided fabulous support throughout. 10 out of 10 from me.

- Melissa Preston-Watkins

“ ”

The FirstPoint team has given me a massive opportunity in my rugby career; they deliver an excellent service to progress into college in America and I can't thank them enough for helping me get through these stages, opening up the opportunity to join a college and exceed in my rugby and academic career.

- Conor Tierney

“ ”

Throughout the whole process everything was explained to me fully and all my questions were answered. I really loved how everything was tailored to my situation and they were constantly looking for the best option for me. They went beyond the call of duty in assisting me and I'm super grateful. I was guided through communication with the coaches, the NCAA process, college application, visa application and right through to the departure for college checklist! Overall, I recommend FirstPoint USA's college sports recruitment services to anyone who would like to go down the student-athlete path in the US.

- Rumbi Zimuto

“ ”

A huge thank you to the team at FirstPoint USA for the diligence and attention to detail throughout the whole process. They left no stone unturned gaining interest from a large number of prestigious universities in USA through their network. Thank you!

- John Patton

“ ”

Fantastic, professional advice that always prioritizes our needs and expectations. The list of schools could not be better, each and every one of the highest quality and level not only academically but also sportingly. The team were not only diligent, efficient and careful but also highly empathetic in understanding our expectations.

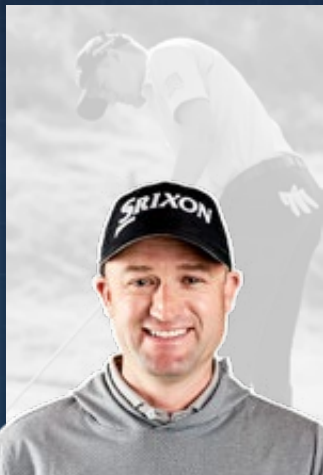
- Juan Ojalora

“ ”

Switching to First Point USA was the best decision we made. Thanks to their hard work and dedication, my son secured a fantastic scholarship in the US. Fast forward to now— we dropped him off at his new college. The campus is incredible, he has an amazing coach, and he's part of a really great team. We're beyond excited to see what the future holds for him. I couldn't have done this without the help of FirstPoint. Highly recommend!

- Paula Lindsay

FEATURED ALUM ATHLETES



RUSSELL KNOX

GOLF - JACKSONVILLE UNIVERSITY

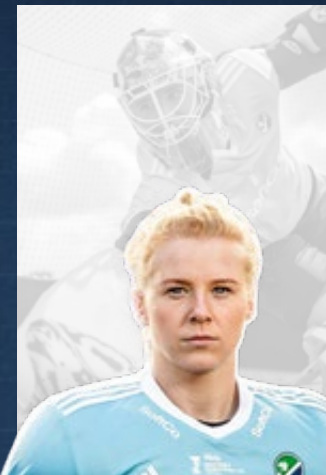
*TWO-TIME WINNER
ON THE PGA TOUR*



KATHRYN HILL

SOCCER - OLD DOMINION UNIVERSITY

*RANGERS FC
WOMEN'S CAPTAIN*



AYEISHA MCFERRAN

FIELD HOCKEY - UNIVERSITY OF LOUISVILLE

*IRISH OLYMPIC TEAM &
WORLD CUP SILVER MEDALLIST*



ALLY MACKAY

SOCCER - UNIVERSITY OF EVANSVILLE

*CHIEF SOCCER OFFICER AT
DC UNITED IN THE MLS*



IMOGEN DAVIES

FIELD HOCKEY - YALE UNIVERSITY

*MARKETING MANAGER
PROCTOR & GAMBLE*



SEAN YACOUBIAN

RUGBY - ST MARY'S COLLEGE OF CALIFORNIA

*NOW PLAYING MAJOR LEAGUE
RUGBY IN THE US*



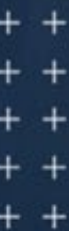
NO ONE DOES STUDENT RECRUITMENT BETTER THAN US

FirstPoint USA was created by Andrew Kean, a former All-American student-athlete at the University of Cincinnati, where he now proudly features within the Bearcat's prestigious Hall of Fame alongside some sporting icons like NFL Super Bowl winner Brad Jackson, NBA MVP Oscar Robertson and Olympic Gold Medallist Mary Wineberg.

Having experienced the life-changing opportunities provided to student-athletes firsthand, Andrew made the decision in 2001 to dedicate the rest of his life to opening those same doors for future generations, and so, FirstPoint USA was born.

Today, our dedicated team of specialist college placement consultants assist thousands of young athletes from around the world propel their athletic and academic careers through successful partnerships with top US colleges and universities.

And as the world's leading sports scholarship and university admissions agency, we have robust processes and support tools in place to help you and your family on every step of the journey.



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