

**FIRSTPOINT★USA**

# AN INTRODUCTION TO **SPORT** SCHOLARSHIPS IN THE USA



The world's leading authority in American sports scholarships since 2001.

# KEY FACTS AT A GLANCE

FirstPointUSA have been the world's leading authority in American sports scholarships since 2001.

## About Us

- ★ We have more than **20 years'** experience
- ★ We have secured over **\$300m** in scholarship awards
- ★ We have worked with over **30,000** athletes
- ★ We work with over **2,500** American colleges and universities
- ★ We have places for up to **1,000** athletes each year

## American College Sport

- ★ In 2020, the NCAA generated **\$827m** from TV rights to broadcast college sports
- ★ **9 out of 10** of the world's biggest stadiums are on US college campuses
- ★ The average attendance at a University of Michigan football game is over **100,000** fans
- ★ Amongst the world's top universities, **8 of 10** are in the US


## Earning Potential

- ★ Individuals with US degrees earn an additional **£426,000** over the course of a lifetime compared to £153,000 going to a UK university
- ★ A typical college athlete could earn anywhere from **\$75,000 to \$100,000** annually from NIL income
- ★ An all-American athlete could earn anywhere between **\$500k and \$2m** per year from their personal brand

## 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**

[firstpointusa.com](https://firstpointusa.com)



FirstPoint Alumni  
Maddie Cleat  
University of California, Berkeley  
Scottish Hockey international

# Introduction

---

We are the world's leading US sports scholarship agency. Since 2001, we've changed the lives of over 30,000 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.

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 key partners including Football League Education, PFA Scotland, Fulham FC and the No.1 ranked academy in the MLS, Philadelphia Union.

Through our scholarships, we foster the values of commitment, hard work and community. And across our offices in Philadelphia, London, Manchester, Glasgow, Shanghai, Delhi and Miami, many of our 300+ strong team are former US scholarship athletes who now give back to a new generation.

Our founder, Andrew Kean, is a former All-American soccer player and Hall of Fame inductee at the University of Cincinnati. His mission? **To help greatness grow.**

Certified by:



NCAA - National Collegiate Athletic Association

## Contents

---

- › **Our Assessment of Athletes**
- › **American College Sport**
- › **Age Restrictions**
- › **Life as a College Athlete**
- › **Scholarships - How They Work**
- › **The FirstPoint USA Service**
- › **How Do We Compare?**
- › **Studying in the US v Studying in the UK**
- › **Sources of Financial Aid**
- › **Partnerships**
- › **Name, Image and Likeness**
- › **Find Out More**

## Section One

# 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:



# 1

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



# 2

One-to-one interview with you and your family



# 3

Review of your academic eligibility



# 4

Decision on whether to offer you a place with FirstPoint USA



# 5

Secure your sport scholarship to the USA



# 6

Talent Management pastoral support throughout your scholarship journey

The Assessment Process

## Section Two

# American College Sport

---

American college sport is a multi-billion-dollar industry with teams often enjoying larger television viewing figures and live attendances at games than that of professional teams, with bigger or comparable revenues.

Almost every household in America will support one college team or another which, in turn, makes the college game very big business indeed. Most professional athletes in the USA would have initially gained scholarships to compete for an American university, with the roll call of alumni including the likes of Michael Jordan (University of North Carolina), Tiger Woods (Stanford University), Megan Rapinoe (University of Portland) and Missy Franklin (UC Berkeley).

Only the country's elite athletes will be given the opportunity to play colleges sports, alongside those recruited internationally, and therefore scholarship athletes are highly regarded throughout the US. American college sport is the most competitive environment in the world for sportsmen and women between the ages of 18 and 24, with a number of current Olympians still studying and competing at US universities.

- › **The average attendance at a University of Michigan football game is over 100,000 fans**
- › **Nike's kit deal with UCLA is worth \$7.7m per year - \$46.5m in total**
- › **In 2021, the University of Oregon's sports teams generated an income of over \$389m**
- › **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**
- › **21 college football coaches earned salaries in excess of \$5m last year – the highest earner Nick Saban, University of Alabama, is paid \$9.7m**

**According to The Times World University Rankings\* 8 out of the top-10 ranked universities in the world are in the United States.**

\*The Times Higher Education World University Rankings data, September 2021



**In 2021/22,  
the University  
of Texas  
sports teams  
generated an  
income of over  
\$239m**



### Section Three

## Age Restrictions

---

FirstPoint USA will typically start working with clients between the ages of 15 and 21-years old. However, it is possible to secure a sports scholarship right up until the age of 24. Student-athletes will not leave for the USA to begin their scholarship journey until they are at least 18 years of age, starting either in the Fall (August) or Spring (January).

### Section Four

## Life as a College Athlete

---

Your life as a college athlete will involve you being both a full-time student and a full-time athlete. You will be one of possibly 30,000 students on campus, going to class, pursuing a degree. From business, to law, to sports science, there are a wide selection of degrees available for you to choose from. As a full-time athlete, you could be one of 600 elite athletes, scouted from around the world, to represent one of the sport teams at the university. 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. You will likely have at least 2 games per week with half of the games 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 are expected to keep on top of your academics and maintain good grades. Top-performing college athletes will be household names throughout the country and this, along with your playing and academic commitments, adds further pressure on you to perform at the highest level possible.



# A Day in the Life of a Student Athlete



6.00am  
Wake Up



6.30am  
Gym Session



7.30am  
Breakfast



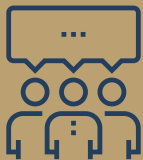
1.00pm  
Head to Facility



12.00pm  
Lunch



8.00am  
Class



1.30pm  
Team Meeting



2.30pm  
Practice



6.00pm  
Recovery



9.00pm  
Free Time



7.30pm  
Study



6.30pm  
Dinner



FirstPoint alumni  
Danny Willett  
2016 US Masters Champion &  
European Ryder Cup player  
Jacksonville State University



## Section Five

# 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.



FirstPoint alumni  
Adam Wilson  
Formerly of Rangers FC,  
now with Toronto FC in the MLS  
University of Louisville

### Full Scholarship

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

- ✓ Tuition
- ✓ Accommodation
- ✓ Food
- ✓ Books
- ✓ Sporting expenses

**The current average contribution of a FirstPoint USA student-athlete is £12,000.**

**As a comparison, the average 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.

### 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



**£426,000  
vs £153,000**

**INDIVIDUALS WITH US DEGREES  
EARN AN ADDITIONAL £426,000  
OVER THE COURSE OF A  
LIFETIME COMPARED TO £153,000  
GOING TO A UK UNIVERSITY.**

## Section Six

# The FirstPoint USA Service

---

## Our Network

FirstPoint USA work with over 2,500 American colleges & universities covering all 50 US states; ranging from Harvard to UCLA. We have worked with these colleges for the past 20 years and have developed strong relationships with thousands of coaches in the process.

## 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 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.

Securing scholarship opportunities is clearly our goal for our clients, and every one of our past clients have received offers, but it cannot be a condition of signing with us. As a result, we are thorough when assessing our athletes to ensure they meet the academic, athletic and eligibility level required to obtain a scholarship in the US.

## 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.

Your second option would be to sign with FirstPoint USA and receive our hands-on 'Scholarship Service'. This means that you would pay a fee for our services and we would handle all aspects of the scholarship process on your behalf; supporting you until your graduation.

**"I couldn't be happier with my experience working with FirstPoint USA. I am competing at NCAA DI level and gaining opportunities that would otherwise not have been open to me. I would highly recommend FirstPoint USA to anyone thinking about going to college in the USA."**

Josh Heaton,  
via Trustpilot

FirstPoint USA on Trustpilot  
4.9. Excellent



## Our Service Package Options

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

	<b>Elite</b> Our most comprehensive and bespoke support service <b>£5,450</b>	<b>Professional</b> Our most popular service with an extensive range of features <b>£3,450</b>	<b>Academy</b> Everything you need to get your US sports scholarship journey started <b>£2,995</b>
Private 1 on 1 SAT Tutoring	✓	—	—
Booking & Payment of 1 SAT Exam	✓	—	—
Exclusive Athlete Filming and Editing for Promotional Video	✓	—	—
Athlete Preparation Workshops	✓	—	—
4 Years of Pastoral Cover	✓	—	—
SW7 Academy performance coaching and S&C app	✓	✓	—
Access to our Bespoke SAT Prep Platform	✓	✓	—
Invitation to FPUSA Training Day / Athlete Prep Event	✓	✓	—
Dedicated Talent Management Consultant	✓	✓	✓
Access to our Exclusive FPUSA Online Scholarship Portal	✓	✓	✓
Sports Film Editing & Video Portfolio	✓	✓	✓
Athlete Marketing & Promotion	✓	✓	✓
Guaranteed University 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 Support	✓	✓	✓

Service features may vary slightly dependent on the sport

## Our Service Features

### Private 1 on 1 SAT Tutoring

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 Workshops

For our non-football clients, you will be invited to a series of workshops with one of our Specialist Sports consultants, helping you prepare for life as a student-athlete in your respective sport.

### 4 years of Pastoral Cover

You will receive our bespoke pastoral care cover for all 4 years of your college career in the US.

### SW7 Academy Access

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.

### Access to Our Exclusive FPUSA Online Scholarship Portal

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 & Portfolio

Our media team will edit your video footage to make sure the coaches are seeing your best highlights!

### Invitation to One of Our FirstPoint USA Training Days

Exclusive access to one of our US preparation days. You'll be put through your paces by our UEFA certified coaches, have your in-game stats monitored and footage recorded to be added to your profile.

### Dedicated Talent Management Consultant

You'll have your own personal talent management 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

We guarantee a minimum of 3 university or college opportunities.

### Academic Evaluation & Conversion Report

Converting your UK 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

Advice and support on navigating the eligibility regulations.

### Student Visa Assistance

Assistance in preparing and applying for your US study visa.

### 4 Years Duty of Care Support

Your Talent Management Consultant will be on hand throughout your four years of study.

## Additional Costs to Consider

The following are a list of costs that are not included within FirstPoint USA's service fee that may be worth considering. Please note, that not all will be applicable to you:

Item	Approximate cost
Flights to the USA	\$600 - \$1000* (per year)
SAT Test	\$104 (one-off)
Student Visa	\$500 (one-off)
Eligibility Centre	\$150 (one-off)
Social Costs (Cinema, Shopping, etc)	\$TBC
TOEFL *(for non-UK nationals)	\$235 (one-off)

\*The price of flights will vary dependent on variables such as date and location.

## 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, as a student it is always recommended to have an additional policy to cover any occasion when you are not around the campus or with the team. Additional 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.



Section Seven

## 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 most 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 prices are clearly displayed and easy to access at each stage of the relationship.

	FIRST POINT USA	UNITED SPORTS USA	COLLEGE SCHOLARSHIPS USA	FUTURE ELITE SPORTS	SOCCER ASSIST
NCAA Certified	✓	×	×	×	×
SW7 performance coaching and strength & conditioning app	✓	×	×	×	×
Personalised SAT Guidance with Study Plan, Score Predictor, Quiz Mode, Video Lessons and Mobile App Included	✓	×	×	×	×
Transparent Pricing	✓	×	×	×	✓
Scholarships for Over 30 Different Sports	✓	×	×	×	×
Scholarship Negotiations	✓	✓	✓	✓	✓
Exclusive Partners of the LFE, English Schools FA, EFL and PFA Scotland	✓	×	×	×	×
Bespoke Scholarship Recruitment Platform with Access to Over 50,000 Coaches	✓	×	×	×	×
Dedicated Talent Management Consultant	✓	×	×	✓	×
After College Career Support	✓	×	✓	×	×
Invitation to Exclusive Client & Coach Events	✓	×	×	×	×
Sports Film Editing	✓	×	×	×	×
Pre-Qualification of Athletic Eligibility	✓	✓	✓	✓	✓
Insurance & Flight Guidance	✓	✓	✓	✓	×

**"We have had a really positive experience with FirstPoint USA who have made the process of finding a soccer scholarship amazingly easy and straightforward. We have been helped by Craig, who as a former student athlete has been able to give us excellent insight into the pros and cons of various options, and has been fantastic in answering all our questions swiftly and with great patience. I would rate their service very highly and great value for money."**

Jenny Osman via Trustpilot

## Section Eight

# Studying in the US v 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 £9,000, 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.

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 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
Pro Opportunities	Limited	Various
Playing Level	Mixed	High





# The FirstPoint USA Service Journey



## 1. Engagement

We will assign you a dedicated Talent Management Consultant



## 2. Kick-off

An initial catch-up call with you and your family



## 3. Profile

Build your academic, athletic and financial profile on our digital platform



## 4. Targeting

We'll contact college and university coaches and create a recommended shortlist



## 5. Review

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



## 6. Acceptance

Once offers are received, we will discuss the acceptance of the best offer and run through the application and eligibility process



## 7. Admission

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



## 8. Assist

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



## 9. Depart

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

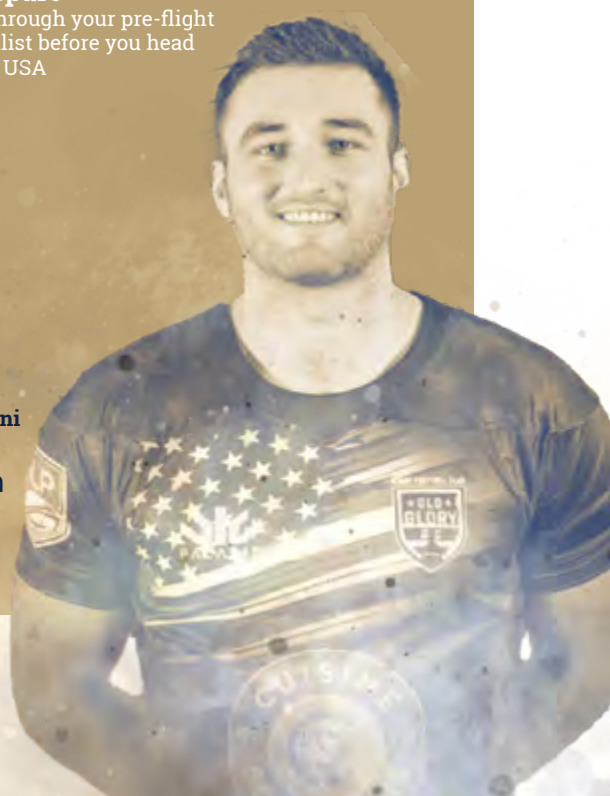


## 10. Support

Telephone and email support to you and your family during your college career

**FirstPoint alumni**

**Matt Gordon**  
University of Mary Washington  
Now playing MLR with Old Glory DC



## Section Nine

# Sources of Financial Aid 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**
- › **Community service**
- › **Extracurricular involvement**

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**

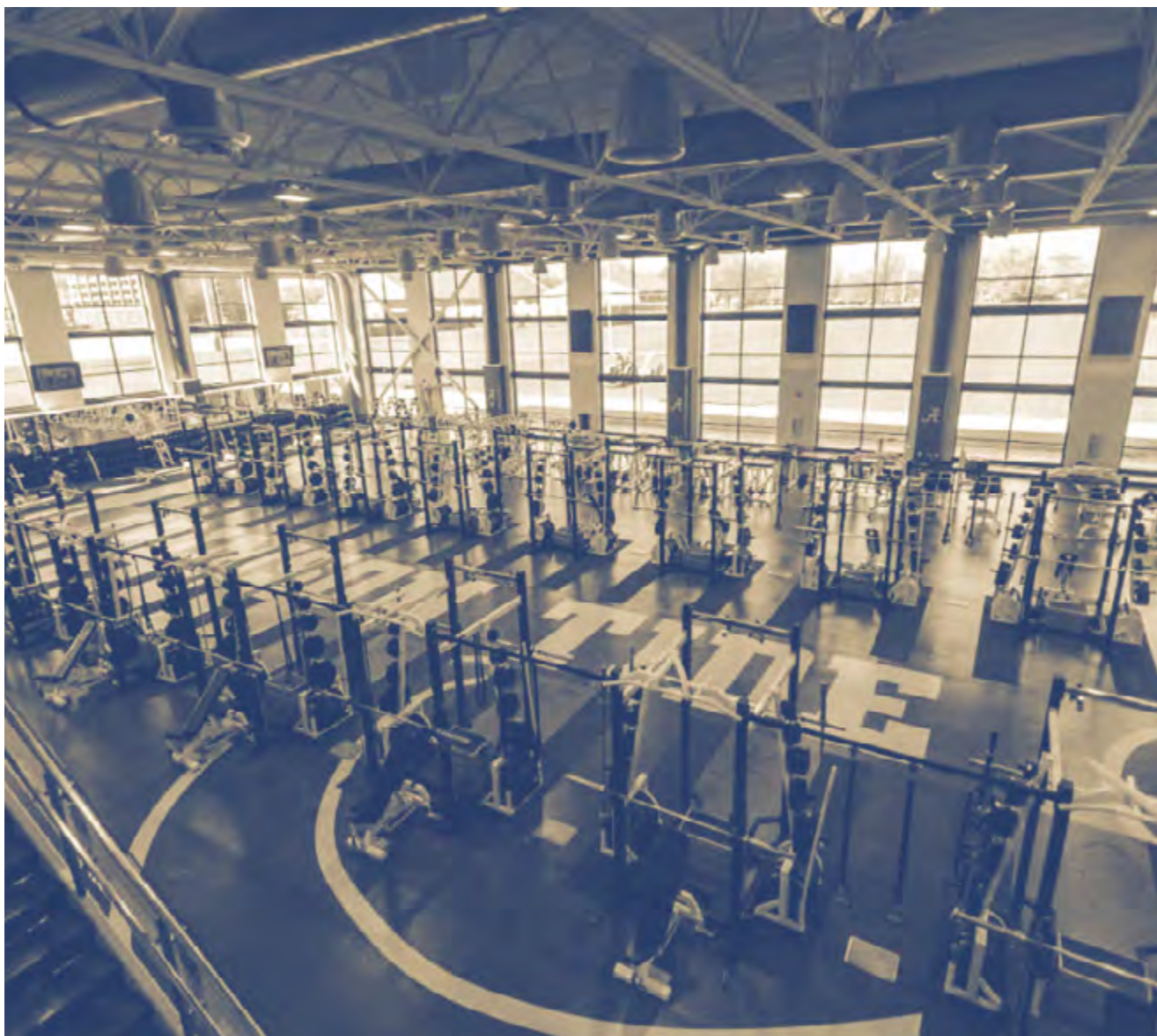
Some US colleges will loan money directly to international students. You should contact each university's financial aid office to find out the usual loan arrangements for international students if a loan is necessary for you to complete your studies.

### **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.

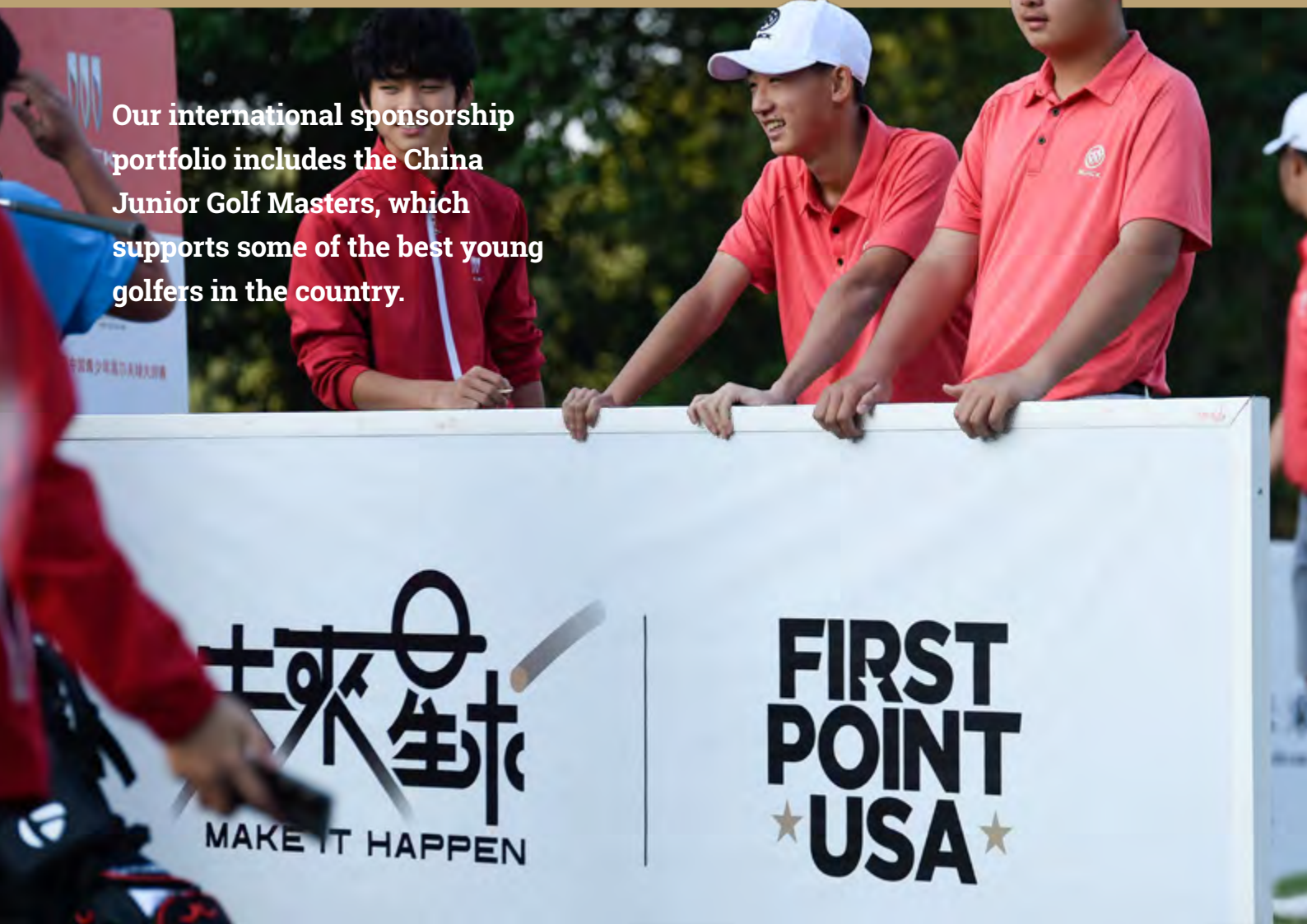
Visit [firstpointusa.com/resources/funding](https://firstpointusa.com/resources/funding) to find out more.



FirstPoint USA are proud sponsors of Scottish Championship football team Partick Thistle who are based in Glasgow near our company HQ, one of a number of sports organisations we support.



Our international sponsorship portfolio includes the China Junior Golf Masters, which supports some of the best young golfers in the country.



## Section Eleven

# Partnerships

FirstPoint USA is proud to have partnerships with a number of leading sports organisations, national governing bodies, clubs and brands, where we provide support by way of sponsorship and a service to their players, clubs and affiliated membership. We also give back to grass roots sport, and operate our very own scholarship system to support aspiring young athletes with deserving causes.



We are the exclusive sports scholarship partners of SW7, delivering an unrivalled performance coaching, strength and conditioning programme through access to their app for FirstPoint clients, while leading swimwear brand Finis provide our aquatics athletes with merchandise. FirstPoint has an exciting collaboration with global manufacturing solutions provider Jabil Inc., who employ 260,000 worldwide across 30 different countries, opening up unique employment opportunities for our student-athlete graduates and our partnership with Football Careers supports our graduates looking for future roles in the sports sector.



## Section Eleven

# Name, Image and Likeness

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 now.

## What is NIL?

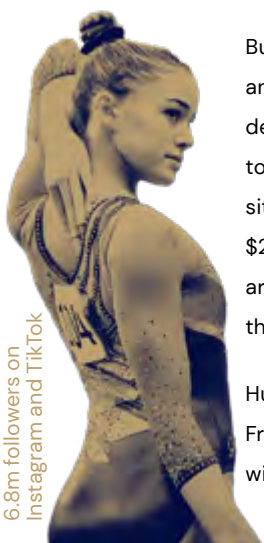
Quite simply, an athlete's "Name, Image and Likeness" are the three key components that make up an individual's legal "right of publicity" in the US. This covers anything from their face appearing on an advert or poster, an avatar representing them in computer-generated form within a video game or even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

Effective as of 1st July 2021, those rules have undergone a seismic change for student-athletes. New NIL legislation has 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 the globe are already investing millions of dollars in endorsements and it's anticipated that the market will continue to grow exponentially as student-athletes build and develop their own personal brands. ESPN estimates that a typical NCAA athlete has the potential to earn anywhere from \$75,000 to \$100,000 per year from their NIL rights, and those athletes that sit within the very top echelon of the sport could expect to earn anywhere between \$500,000 and \$2,000,000 per year through endorsements and partnerships. Local businesses such as restaurants are also getting in on the act, setting aside significant marketing budget to pay student-athletes at their neighbouring college to promote their outlets through Instagram posts.

Hundreds of college athletes have already cashed in on their NIL earning ability, with the likes of Fresno State's basketball twins Haley and Hannah Cavinder, LSU gymnast Olivia Dunne and Arkansas wide-receiver Trey Knox (and his dog blue) all signing hugely lucrative deals with international brands.

**NIL Superstar**  
Olivia Dunne, LSU Gymnastics  
6.8m followers on  
Instagram and TikTok



**"A typical college athlete could earn anywhere from \$75,000 - \$100,000 annually from their NIL."**

**Forbes**

**"All-American athletes could earn anywhere between \$500k - \$2 million per year from their personal brand."**

**ESPN**

**FirstPoint USA is recognised and respected by America's top learning institutions, working with the leading universities, colleges and high schools throughout the States. We are certified by the NCAA secure academic and sporting opportunities to international students across the USA and Canada.**

**FIRSTPOINT★USA**

**FIRSTPOINT★USA**

# 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 Medalist Mary Wineberg.

Having experienced the enormous 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 talent management consultants assist thousands of young athletes propel their athletic and academic careers through successful partnerships with top U.S. institutions. In addition to this, we also have robust processes and support tools in place to help you along the way, so we're with you every step of the way.

**FirstPoint USA**  
111 Piccadilly, 14th Floor  
Manchester, M1 2HY  
United Kingdom

0871 641 3010  
[info@firstpointusa.com](mailto:info@firstpointusa.com)



**[firstpointusa.com](http://firstpointusa.com)**