



# FIRST POINT ★ USA

An Introduction to Skiing Scholarships

# Who are we?

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- ★ We are the world's leading international student recruitment service. With **20 years** experience, we have placed over **30,000** student athletes ...
- ★ ... while securing **\$300,000,000** in scholarship funding across more than **2,500** colleges and universities.
- ★ Our company was founded by athletes, for athletes, with the majority of staff having had first-hand experience of the US college system.

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# Our Team

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- ★ We have a **70+ strong** team operating from our global network of offices in Glasgow, Manchester, London, Shanghai, Delhi, and Miami.
- ★ Our expertise stretched across **18 different** sports and extends to academic scholarships with our partnership colleges and universities throughout the USA.
- ★ We have partnerships with leading sports organisations including League Football Education, Hong Kong Rugby, PFA Scotland, Fulham FC, England Schools FA and China Golf Junior Masters.

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# Certified at the Highest Level

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- ★ FirstPoint USA is certified to provide sporting and academic opportunities to international students for universities across the United States and Canada.
- ★ Our position as the world's leading USA scholarship Agency is highlighted by our exclusive recruitment partnerships with key industry bodies.
- ★ We are the only agency in the world to hold ALL of these certifications.

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# Example Universities

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## ★ Harvard University

- ★ Probably the most famous university in the world; located in Cambridge, Massachusetts; student population of 20,000.
- ★ Famous students include Mark Zuckerberg and Matt Damon.

## ★ University of Michigan

- ★ Located in Ann Arbor, Michigan, student population of 46,000; one of the top academic institutions in the USA.
- ★ Famous students include Madonna and Tom Brady

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# Let's Talk Academia

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## Excellence

Over 50% of the top 100 of the worlds leading academic institutions.



## Cutting-edge

World leaders in terms of research, technology science and commerce.



## International

The worlds No1 destination for international study.



## Diversity

Students of all ages, religions and countries of origin. And class sizes no more than 20.



## Support

Set up for international students. Learning support, internships and post graduate visa programmes.

US colleges and universities are renowned for academic excellence and cultural diversity – ideal for international students.

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# US College Sport is Big Business

- ★ The TV contract for college sport is worth \$22.4 bn
- ★ 8 out of the world's top 10 biggest arenas are on US campuses
- ★ The average attendance at a University of Michigan football game is over 100,000 fans
- ★ Among the world's top 10 ranked universities, 7 are in the US
- ★ 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

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A blue-tinted photograph of four college students walking away from the camera down a long, arched hallway. They are carrying backpacks and shoulder bags. The text is overlaid on the center of the image.

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## Life as a College Athlete

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# A Day in the Life

9:00 +  
Free time

6:00am - 6:15am  
Wake-up

6:30am - 7:30am  
Gym Session

7:30am - 8:00am  
Breakfast

8:00am -  
12:00pm  
Class

12:00pm -  
1:00pm  
Lunch

1:30pm - 2:15pm  
Team  
Meeting

2:30pm - 5:30pm  
Practice

6:00pm - 6:30pm  
Recovery

6:30pm - 7:00pm  
Dinner

7:30pm - 9:00pm  
Study

So what does  
a typical 'day-in-  
the-life' or a  
sports student  
look like?



FIN ★ US

**NAME IMAGE LIKENESS IS  
HERE TO STAY.  
HERE IS WHAT YOU NEED  
TO KNOW.**

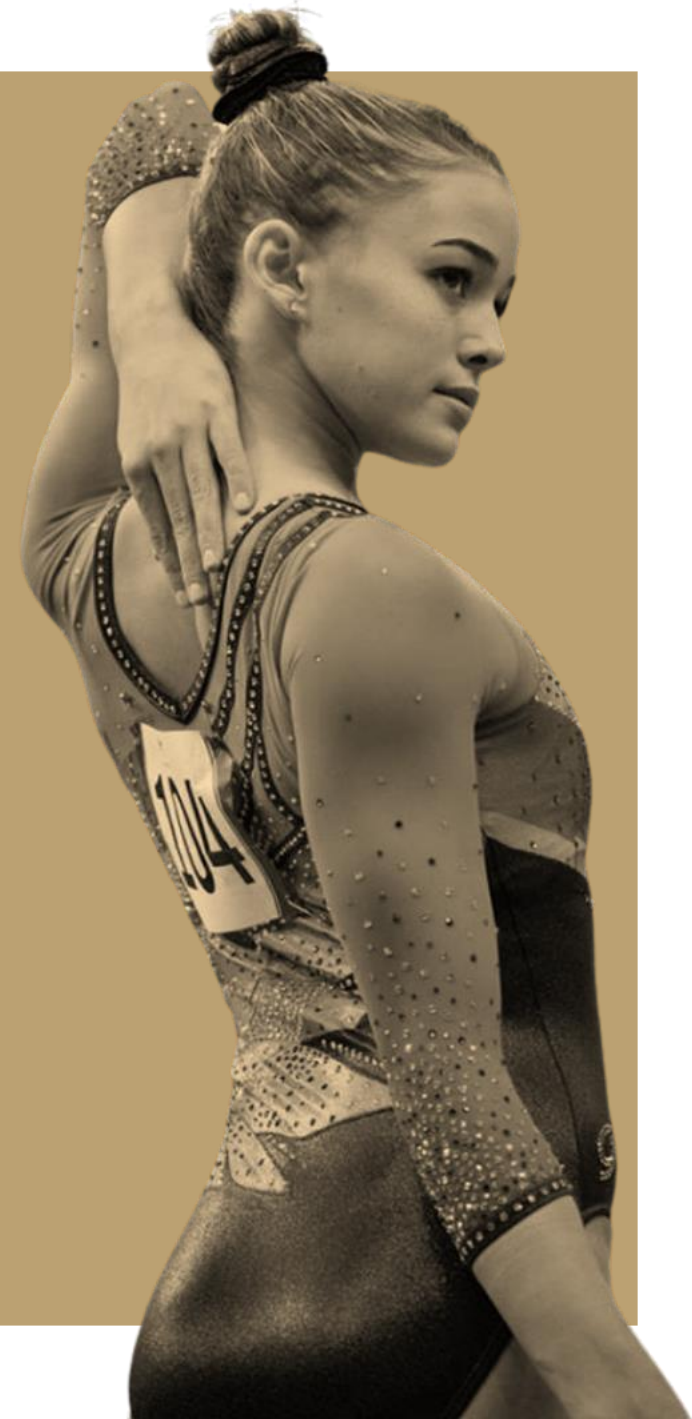
**FIRST  
POINT  
★ USA ★** **X NIL**

# Name, Image, Likeness (NIL)

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- ★ New legislation passed in July 2021 has created the opportunity for student-athletes to receive payment for sponsorships and endorsements for the first time.
- ★ Athletes with significant social media engagement, such as LSU gymnast Olivia Dunne, are now earning multi-million pound contracts, while other athletes can generate income to cover college fees and expenses.
- ★ FirstPoint USA partners with branding agency Varsity Six to support clients in maximizing NIL opportunities.

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# How Scholarships Work

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## ★ Full Scholarship

The university pays for all tuition, accommodation, food, books and everything related to your sport.

## ★ Partial Scholarship

The university covers some of these costs, with the student and their family providing the rest.

*Some colleges can increase their contribution during their 4 years if the student demonstrates improved performance.*

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# Our Service



**1. Recruitment**  
Identify talented academic and student-athletes for our partners.



**2. Assistance**  
Support with SAT and ACT tests, Video Portfolio, and guide the student and their family through the process.



**3. Match-making**  
Match colleges and universities based on the students academic, sporting, financial and cultural requirements.

**18 MONTHS**  
Can be done quicker, but we like to allow enough time to find the perfect match.

## A SIMPLE GUIDE TO WHAT WE DO.



**6. Pastoral**  
Care and guidance is available for a typical 4 year scholarship.



**5. Visa and Travel Assistance**  
Work with family to obtain Student Visa, and tie up all relevant paperwork prior to departure



**4. Broker the deal**  
Work with our collegiate partners to broker the right deal for the student.



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# Our Costs

## Elite

Our most comprehensive and bespoke support service

**£5,450**

## Professional

Our most popular service with an extensive range of features

**£3,450**

## Academy

Everything you need to get your US sports scholarship journey started

**£2,995**

	Elite	Professional	Academy
Private 1 on 1 SAT Tutoring	✓	—	—
Booking & Payment of 1 SAT Exam	✓	—	—
Exclusive Filming and Editing of One of Your Matches	✓	—	—
4 Years of Pastoral Cover	✓	—	—
StatSport GPS Vest & Coach Access	✓	✓	—
Access to our Bespoke SAT Prep Platform	✓	✓	—
Invitation to our FPUSA Training Day	✓	✓	—
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	✓	✓	✓

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# Our Alumni Success Stories

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**Andrew Kean**

Our Company Founder  
University of Cincinnati  
All American - Soccer



**Jamie Berrisford**

All-American at Life  
University, Atlanta and  
now playing Super6s  
with Watsonians



**Russell Knox**

Jacksonville University  
2-time PGA Tour winner



**Matt Gordon**

University of Mary-  
Washington and signed  
by DC Old Glory in the  
MLR

**Danny Willett**

Jacksonville State Golf  
Masters Champion and  
Ryder Cup Team Europe



# Life Beyond University

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**JABIL**

- ★ We have an exciting new collaboration with global manufacturing company **Jabil**, which will offer unique employment opportunities for FirstPoint USA's student-athlete graduates.
- ★ Jabil is an NYSE listed company who operate in 30 different countries with 260,00 employees, and have identified the traits of student-athletes as a great fit for their future leadership programmes.
- ★ Internships include engineering, design, finance, IT, marketing and roles across multiple industry sectors.

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# Find out more

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To find out more and arrange an introductory discussion with one of our specialist sports consultants, please visit:

<https://www.firstpointusa.com/partner/UNIQ/>

You can also keep up to date with all things US sports scholarships by following our social media channels!

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**Any questions?**