

# CLASS OF 2024

MAPPING TRENDS IN SPORTS SCHOLARSHIPS:  
A DIVE INTO THE CLASS OF 2024

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# 00. INTRODUCTION

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At Keystone Sports, we are dedicated to connecting athletes from around the globe with college opportunities in the United States and Canada. Our mission is to support aspiring student-athletes by facilitating sports scholarships that empower them to pursue their academic and athletic goals while thriving in college sports.

The Class of 2024 data showcases the 1,215 talented individuals, whose lives have been transformed by the opportunity to combine sports with education in the United States and Canada. This report not only highlights their successes but also uncovers important trends and exciting future directions in student-athlete recruiting. It examines key areas such as enrollment figures, the number of full-ride scholarships awarded, the most popular US states, gender distribution, and trending sports.

As we reflect on the insights and data from the recent college sports recruitment year in our Class of 2024 report, we celebrate the achievements of our student-athletes who have turned their dreams into reality through sports scholarships. With this report, we honor the student-athletes who embarked on this life-changing journey—an experience marked by numerous steps, processes, and a steadfast commitment to success in both athletics and academics.

The 2024 Olympic Games in Paris earlier this year showcased international student-athletes who excel not only in the classroom but also in the world's largest and most competitive sports arenas. Some of these world-class athletes we even had the pleasure of working with throughout their college recruitment process. These athletes exemplify the powerful combination of sports and academic pursuits. Their journeys inspire not only fellow student-athletes but all of us, reminding us that dedication and hard work can lead to remarkable achievements in both academics and athletics. We feel privileged to be working with student-athletes of all sporting levels – helping them to all the various levels of the college sports hierarchy. That some of them develop into Olympians is the icing on the cake.

Keystone Sports remains unwavering in our mission to empower aspiring athletes in their pursuit of academic and athletic excellence across the United States and Canada. We believe that every talented individual deserves the opportunity to excel in both their studies and their sport, and we are committed to providing the resources, guidance, and support necessary to make this a reality.



# 01. GENERAL OVERVIEW

In 2024, Keystone Sports enrolled 1,215 student-athletes at US colleges and universities from the Nordics, DACH, the UK, Spain, and LATAM. Most enrollments occurred in the fall semester, as many students begin their recruiting process while still in high school, graduating in May, June or July.

Among the enrolled student-athletes, the gender distribution is 36% women and 64% men. While this reflects a slightly different balance compared to the average US student-athlete demographics—where 41.9% are female and 58.1% are male—our focus remains on empowering female athletes to discover and seize their potential through sports scholarships in the United States and Canada.

- ▨ Fall 2024
- Spring 2024



01. Overall enrollments in 2024 at nationality level



Of these 1,215 athletes, 135 secured fully funded sports scholarships that cover all university costs. Impressively, female student-athletes received a higher proportion of these full-ride scholarships compared to their male counterparts,

underscoring the available opportunities for women in specific sports and throughout the college sports system.

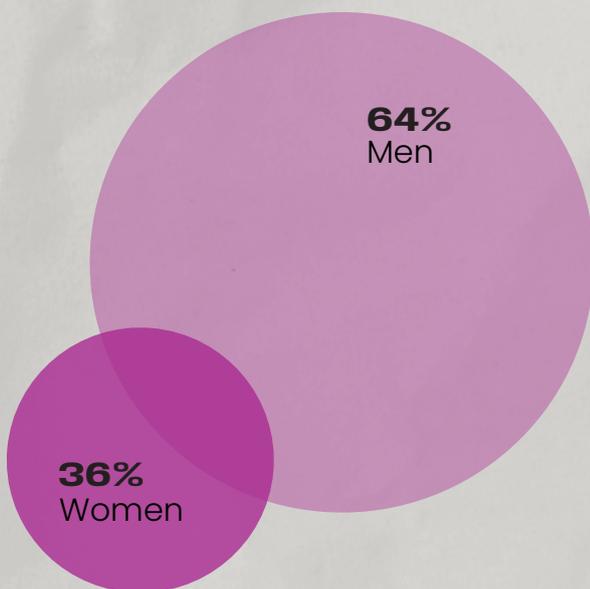
-  Fall 2024
-  Spring 2024



02. Number of student-athletes enrolled in Spring and Fall 2024

The total scholarship amount awarded in 2024 reached nearly \$30 million per year, which is a testament to Keystone Sports' success in securing significant financial support for our student-athletes. The largest single scholarship awarded was \$106,214 per year.

Across the 1,215 student-athletes helped, the average scholarship percentage was 56.2% - which is consistent with last year's numbers in comparison. In dollar amounts the average scholarship awarded clocks in at \$23,802 per year, hugely reducing the cost of attending universities in the US and Canada for our students.



Spain and the Nordics saw some of the highest average scholarship values, particularly in soccer and tennis, where top athletes often receive generous offers from NCAA Division I programs. Germany also had a strong showing, with high scholarship awards in track & field and tennis.

03. Gender distribution of student-athletes enrolled in 2024

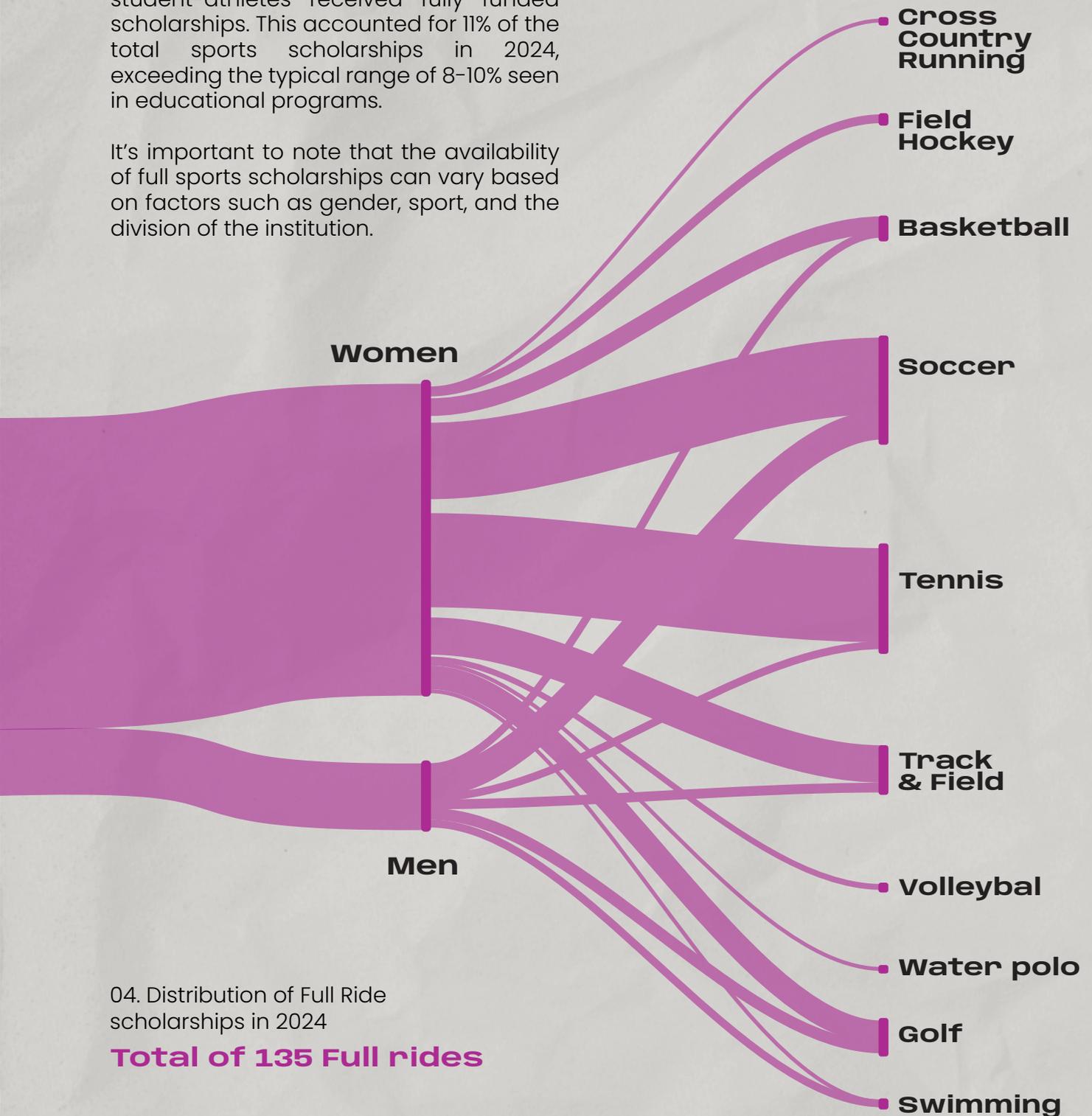


A full scholarship, often called a "full ride," covers all costs (tuition fees, room & board + books) associated with attending university or college, making these scholarships highly valuable and having a significant impact on student-athletes.

In the 2024 enrollment cycle, 135 of our student-athletes received fully funded scholarships. This accounted for 11% of the total sports scholarships in 2024, exceeding the typical range of 8-10% seen in educational programs.

It's important to note that the availability of full sports scholarships can vary based on factors such as gender, sport, and the division of the institution.

Our female student-athletes received a larger share of these full-ride scholarships compared to their male counterparts, with tennis showing the most significant difference in scholarship distribution. In fact, 25% of our female student-athletes helped in 2024 received full ride scholarship offers.



04. Distribution of Full Ride scholarships in 2024  
**Total of 135 Full rides**



# 02.DIVISION OVERVIEW

The American college sports system is organized around various associations, some of which encompass multiple divisions. The primary governing bodies are the National Collegiate Athletic Association (NCAA), the National Association of Intercollegiate Athletics (NAIA), and the Junior College (JUCO) system.

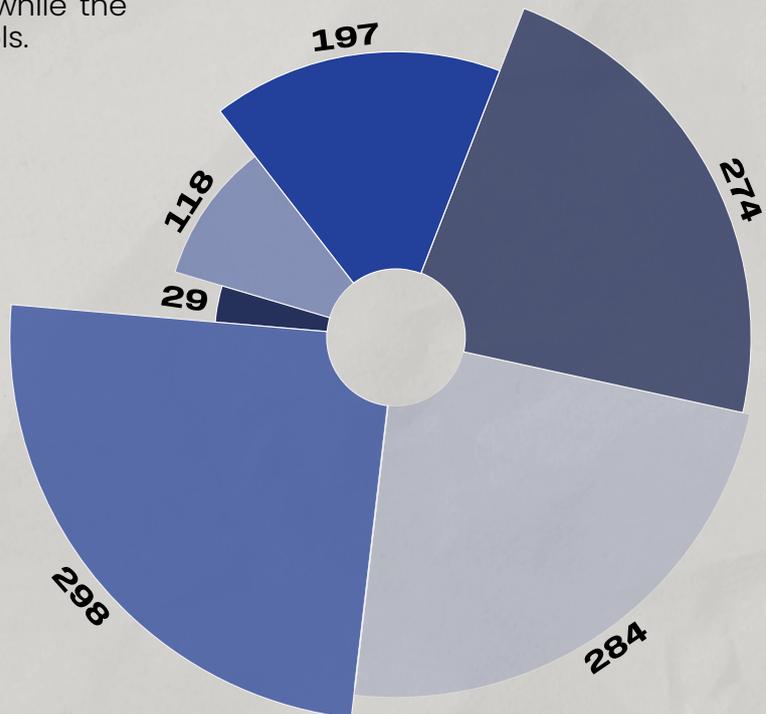
The NCAA is divided into three divisions: NCAA Division I, NCAA Division II, and NCAA Division III. The NCAA and NAIA member schools are 4-year universities, while the Junior Colleges are 2-year schools.

In 2024, students were placed in all NCAA divisions, NAIA, and JUCO, as well as in high schools, offering younger athletes the chance to develop their skills and compete at the high school level. The largest number of student-athletes were enrolled in NCAA Division II (298), closely followed by NAIA (284) and NCAA Division I (274).

### 05. Divisions breakdown

- NAIA
- NCAA D1
- NCAA D2
- NCAA D3
- High School
- JUCO

\*15 more students in other divisions



At the country level, NCAA Division II represented the largest division for student-athletes from the DACH and Nordic regions. In the DACH region, 32.5% of students were enrolled in NCAA Division

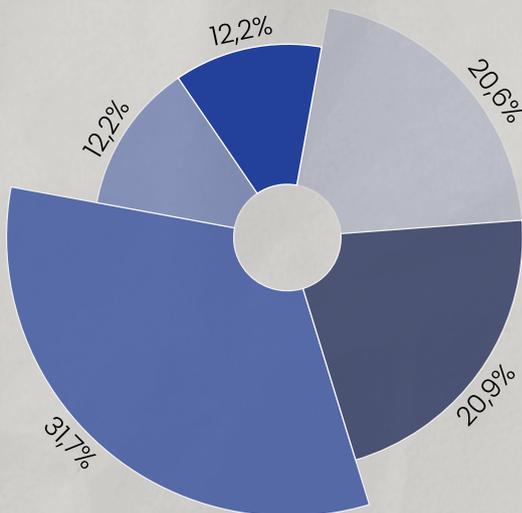
II, while the Nordic region exhibited a more balanced distribution across NCAA Divisions I, II, and NAIA.

In contrast, the majority of students from Spain and LATAM were enrolled in NCAA Division I (26.2%), closely followed by NCAA Division II (25%). In the UK, 64.8% of student-athletes were enrolled in NCAA Divisions I-III and NAIA, while the remaining 35.2% were placed in JUCO programs.

- NAIA
- NCAA D1
- NCAA D2
- NCAA D3
- High School
- JUCO

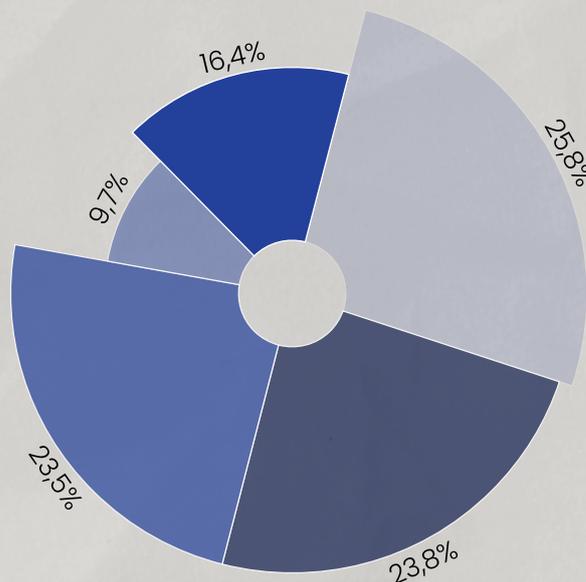
### DACH

\*7 more students in other divisions



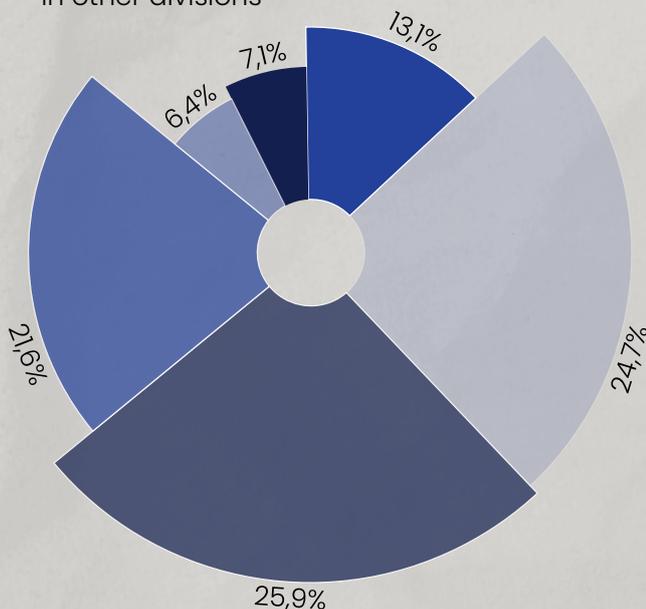
### Nordics

\*3 more students in other divisions

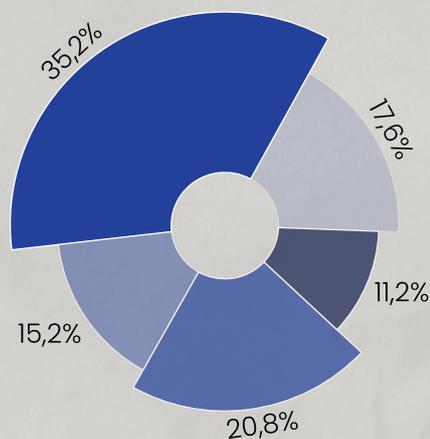


### Spain & LATAM

\*5 more students in other divisions



### United Kingdom

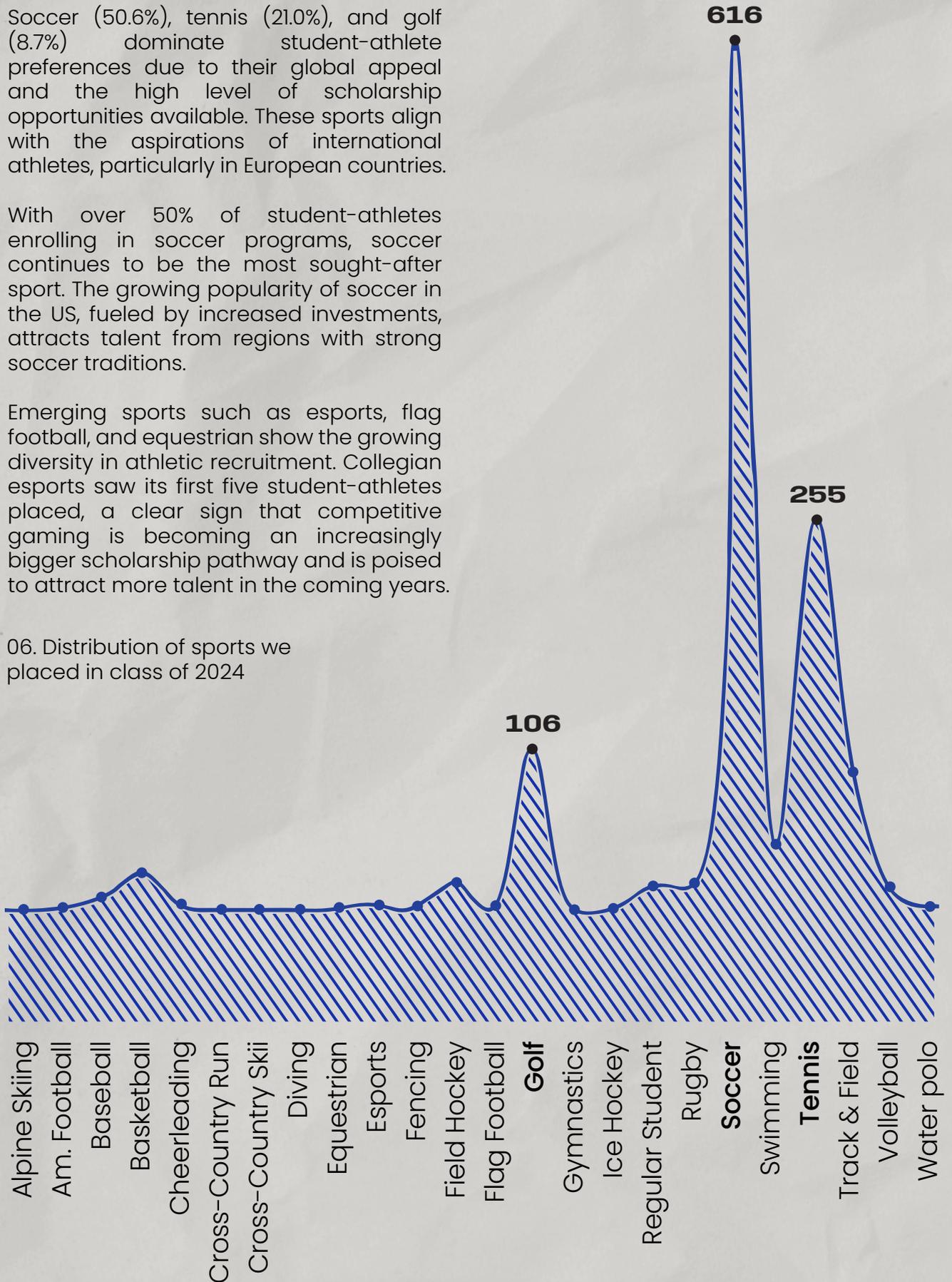


Soccer (50.6%), tennis (21.0%), and golf (8.7%) dominate student-athlete preferences due to their global appeal and the high level of scholarship opportunities available. These sports align with the aspirations of international athletes, particularly in European countries.

With over 50% of student-athletes enrolling in soccer programs, soccer continues to be the most sought-after sport. The growing popularity of soccer in the US, fueled by increased investments, attracts talent from regions with strong soccer traditions.

Emerging sports such as esports, flag football, and equestrian show the growing diversity in athletic recruitment. Collegian esports saw its first five student-athletes placed, a clear sign that competitive gaming is becoming an increasingly bigger scholarship pathway and is poised to attract more talent in the coming years.

06. Distribution of sports we placed in class of 2024



## 03. GEOGRAPHY OVERVIEW

Keystone Sports' Class of 2024 demonstrates a broad geographic distribution of student-athletes worldwide and universities in North America, emphasizing both our extensive reach and strong connections with American schools, as well as our expanding global presence.

# 48

Countries of origin of the Keystone Sports' student-athletes

The Class of 2024 consists of student-athletes from 48 nationalities. This achievement reflects our dedication to supporting student-athletes globally who aspire to combine sports and education. Europe continues to lead in international recruitment, with Spain, the UK, Scandinavia and Germany contributing the most athletes.

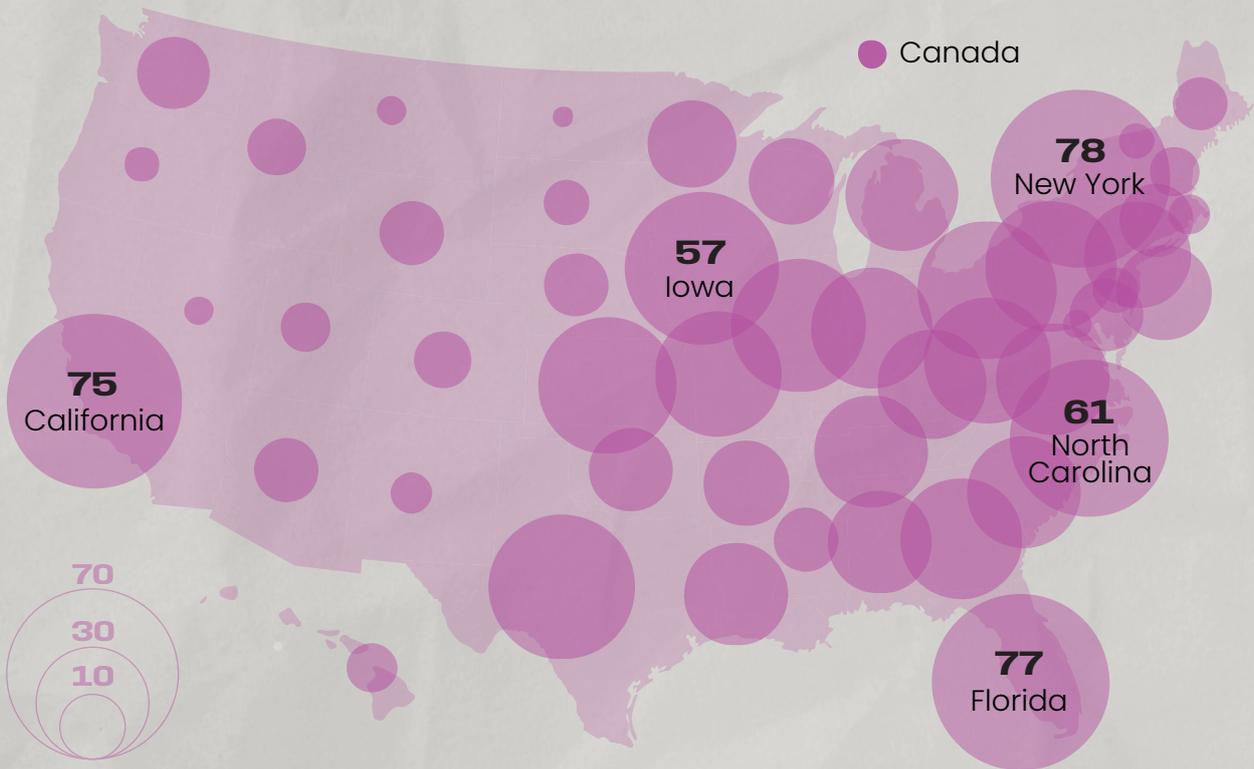
Our 2024's student-athletes are placed in 49 US states + Canada, showcasing Keystone Sports' strong commitment in recruiting for American and Canadian universities. Factors such as climate and the prominence of specific sports in certain states play a significant role in influencing the students' decisions on where to study. Furthermore, coastal states like New York, Florida and California stand out for their international appeal and prestigious academic institutions, making them particularly attractive to many international student-athletes.

Emerging markets such as Mexico and Japan are also playing an increasingly important role, driving significant growth in international recruitment. The continued rise in placements from these regions signals strong potential for further expansion, ensuring Keystone Sports attracts diverse talent from across the globe.



The diverse distribution of student-athletes across 49 states highlights our reach and ability to offer opportunities nationwide. Alaska is the only US state “missing” from this year’s class.

Unsurprisingly, coastal states like New York, Florida, and California continue to stand out as top destinations. These states come high up on our student-athletes’ preference sheets – and are well-known states all over the world. Iowa and North Carolina round out our “top 5”.



07. Number of students per US state in 2024

Alabama	26	Kentucky	29	North Dakota	1
Arizona	10	Louisiana	26	Ohio	47
Arkansas	19	Maine	7	Oklahoma	17
California	75	Maryland	13	Oregon	3
Canada	2	Massachusetts	22	Pennsylvania	42
Colorado	8	Michigan	31	Rhode Island	4
Connecticut	14	Minnesota	19	South Carolina	31
Delaware	5	Mississippi	10	South Dakota	5
District of Columbia	2	Missouri	39	Tennessee	31
Florida	77	Montana	2	Texas	52
Georgia	36	Nebraska	10	Utah	6
Hawaii	6	Nevada	2	Vermont	3
Idaho	8	New Hampshire	6	Virginia	31
Illinois	44	New Jersey	28	Washington	13
Indiana	36	New Mexico	4	West Virginia	39
Iowa	57	New York	78	Wisconsin	18
Kansas	46	North Carolina	61	Wyoming	10



In 2024, we successfully placed athletes from 48 nationalities and five continents. This achievement highlights Keystone Sports' ongoing commitment to attracting and supporting student-athletes from diverse backgrounds, emphasizing our global reach.

Europe remains the dominant region for international recruitment, with Spain, the UK, Germany and Scandinavia leading the way. Emerging markets like Mexico and Japan are increasingly playing a significant role in international recruitment.

The continued growth in placements from emerging markets highlights the potential for future expansion.

08. Student-athletes' nationalities in 2024



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## 04. CONCLUSIONS

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Keystone Sports, alongside our Class of 2024 report, provides essential insights into student-athlete recruitment, emphasizing the growing importance of global talent in college sports and American universities.

As domestic enrollments at American institutions have declined in recent years, international talent has become vital to recruitment strategies. In addition to enhancing enrollment diversity, international student-athletes bring unique perspectives, skills, and cultural backgrounds that enrich campus life and strengthen athletic programs.

In 2024, Keystone Sports successfully placed 1,215 international student-athletes at colleges and universities across 49 US states and Canada. The gender distribution among the placed athletes is 64% men and 36% women. Interestingly, a greater proportion of full-ride sports scholarships are awarded to female

athletes, underscoring the exceptional opportunities available for women in US college sports.

The most popular college divisions reflect a wide range of ambitions and aspirations among the student-athletes. While traditional sports for international recruits—such as soccer, tennis, golf, swimming, and track and field—remain popular, our Class of 2024 report reveals that emerging sports like esports are continuing to gain traction, with Keystone Sports actively supporting students seeking esports scholarships.

Looking ahead, with 1,215 international student-athletes enrolled as part of the Class of 2024, Keystone Sports is enthusiastic about new recruitment trends and remains dedicated to helping athletes pursue their passion for sports while achieving academic success in the United States and Canada.

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