

CLASS OF 2025

MAPPING TRENDS IN SPORTS SCHOLARSHIPS:
A DIVE INTO THE CLASS OF 2025



00. INTRODUCTION

At Keystone Sports, we bridge the gap between international athletic talent and collegiate opportunities across the United States and Canada. We guide student-athletes through the sports scholarship process, helping them compete at the collegiate level while pursuing world-class education and building careers in sports.

Our Class of 2025 data shows 1,097 student-athletes have started their college journeys. This report examines student-athlete recruitment and key metrics. These include enrollment trends, where athletes are placed, scholarship distributions, gender demographics, and which sports are gaining momentum.

Our impact extends well beyond college campuses. Former Keystone Sports athletes are now competing on tennis's biggest stages; Grand Slam tournaments featuring Julian Cash and Henry Patten. Others have transitioned into professional soccer, with players securing contracts in the USL Championship.

Recent NCAA settlement agreements and NIL rules have changed the student-athlete experience. College athletes can now earn income from their universities and personal brands while keeping their eligibility. This adds a strong financial value to their academic and athletic opportunities in the U.S. For now, international students

are not able to access this income due to visa regulations, but we are waiting for updates from the administration. This evolution makes the pathway more attractive than ever for international talent.

This year's numbers tell a clear story: 1,097 student-athletes chose to pursue their goals abroad. Their path to combining elite-level competition with higher education requires months of preparation and hard work.

What makes our work meaningful is the diversity of dreams we help fulfill. Some athletes aim for Division I success, while others look for the right fit at smaller programs. We support them all. And when some reach the pinnacle of their sports—whether at Wimbledon, in professional leagues, or world championships—it reminds us just how far these journeys can take them.

At Keystone Sports, we believe every talented athlete should have access to these opportunities. We are dedicated to making sure each individual deserves the opportunity to excel in both their studies and their sport. We are committed to providing the resources, guidance, and support necessary to make dreams a reality.



01. GENERAL OVERVIEW

In 2025, Keystone Sports enrolled 1,097 student-athletes at U.S. colleges and universities, reaffirming its position as a global leader in international sports recruitment. Most placements took place in the fall semester, which continues to be the most active period for college enrollments. Spring placements grew by 15% compared to last year.

The gender distribution among enrolled student-athletes is 65% men and 35% women, similar to 2024. While this balance differs slightly from overall U.S. college sports, Keystone Sports remains committed to fostering equality and expanding opportunities for women in sports.

01. Overall enrollments in 2025 at entity level

▨ Fall 2025
● Spring 2025



This year’s results show not only athletic excellence but also the real financial impact of sports scholarships.

A total of 120 athletes received full scholarships covering all university costs. Impressively, 73% of these went to women, highlighting the strong opportunities available for female athletes in the U.S. college system.

▨ Fall 2025
● Spring 2025

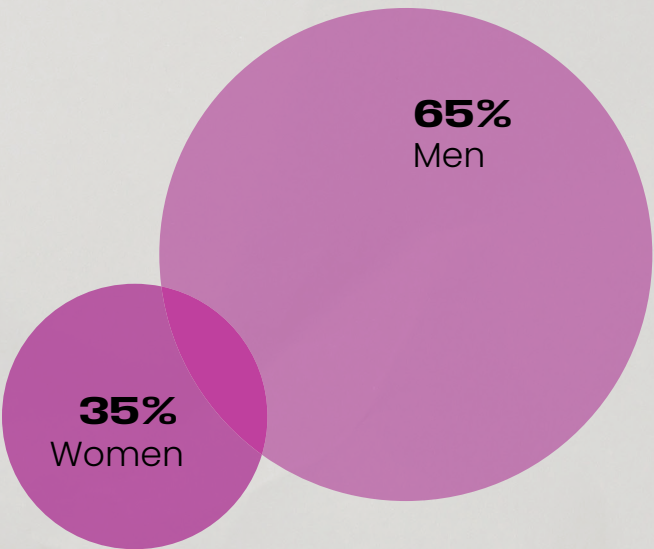


02. Number of student-athletes enrolled in Spring and Fall 2025

The Class of 2025 achieved remarkable results, securing over \$27 million in scholarships this year. The largest single scholarship reached an impressive \$103,080 annually. This achievement showcases the amazing opportunities available for talented athletes.

The average scholarship amount rose to \$24,746, marking an increase from previous years. This growth enables student athletes to cover more educational and living expenses.

Scholarship distribution revealed notable regional and sport-specific trends. Spain and Germany recorded some of the highest average scholarships, especially in tennis and swimming. Germany also stood out in field hockey, while the UK showed strong results in soccer. The highest scholarship amounts were seen at NCAA Division I schools.



03. Gender distribution of student-athletes enrolled in 2025

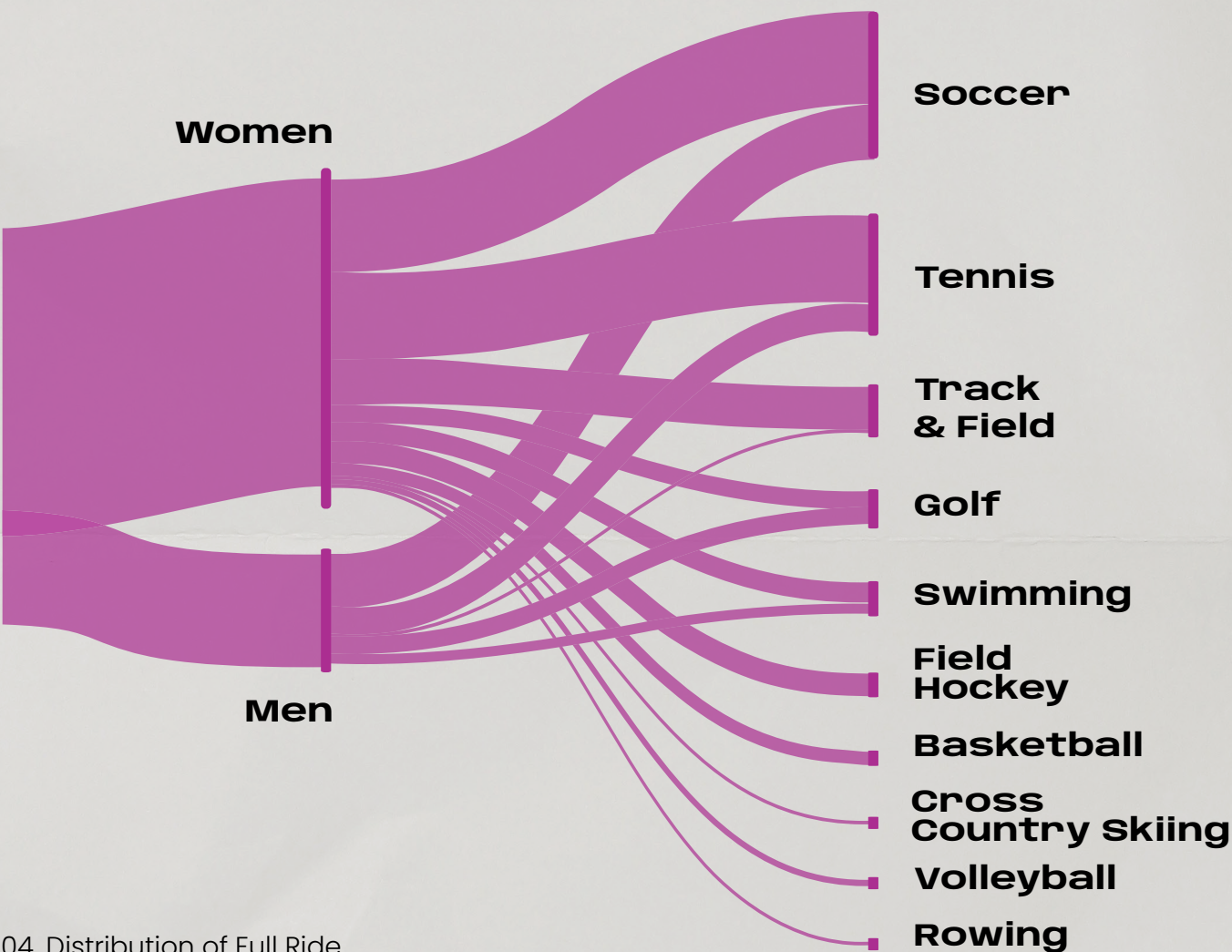


Fully funded scholarships, also known as “full rides”, cover all costs of attending university including tuition, housing, meals, and other college fees. Full rides remain very competitive and vary based on factors such as gender, sport, and the division of the institution.

In 2025, a total of 120 student-athletes received fully funded scholarships, representing nearly 11% of all scholarships secured through Keystone Sports this year.

Women received most of the full scholarships, with 88 out of 120 going to female athletes, which means 22% of all women got a full ride. This remarkable achievement reinforces the growing opportunities available for women across the American collegiate sports.

Among specific sports, field hockey stood out as over 75% of athletes achieved a full ride. A clear sign of the sport’s growing strength and visibility within Keystone Sports’ network.



04. Distribution of Full Ride scholarships in 2025

Total of 120 Full rides



02. DIVISON OVERVIEW

The American college sports system offers a wide range of opportunities across different divisions. The primary organizations are the National Collegiate Athletic Association (NCAA), the National Association of Intercollegiate Athletics (NAIA), and the Junior College (JUCO) system.

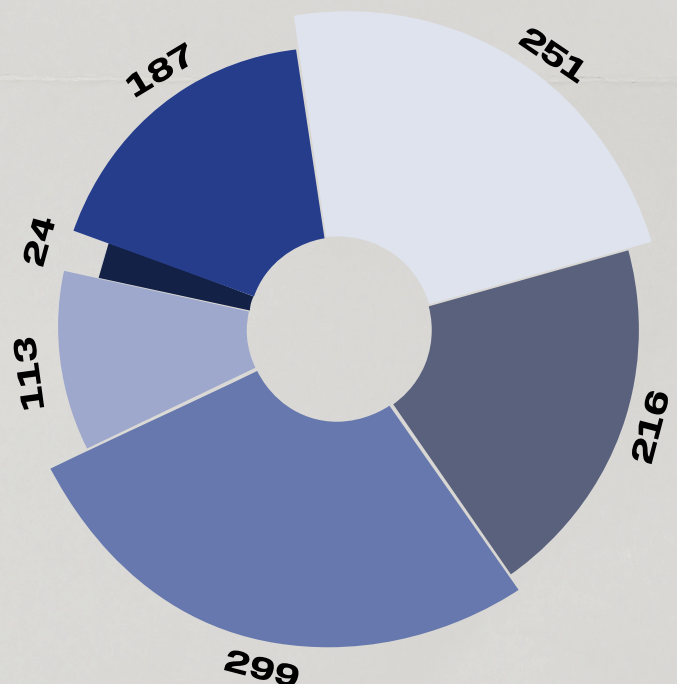
NCAA member schools are divided into three divisions, each with distinct structures, scholarship models, and competition standards. NCAA and NAIA institutions are typically 4-year universities, while Junior Colleges provide 2-year programs that often serve as a to larger schools.

In 2025, students were placed in all NCAA divisions, NAIA, and JUCO, as well as in high schools. NCAA Division II saw the highest number of enrollments with 299 athletes, followed by NAIA programs with 251, and NCAA Division I with 216. This diverse spread reflects not only the depth of talent in the Class of 2025 but also the flexibility of the US system, which allows athletes to find the right university, regardless of division.

05. Divisions breakdown

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

*7 more students in other divisions

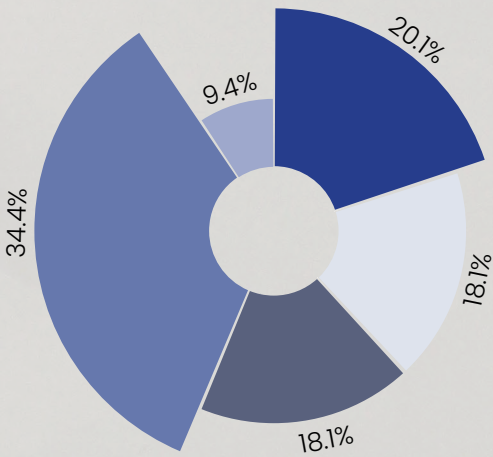


At the country level, NCAA Division II represented the largest division for student-athletes from the DACH and Nordic regions. In the DACH region, 34.4% of students were enrolled in NCAA Division II, while the Nordic region exhibited a more balanced distribution across NCAA Divisions I, II, and NAIA.

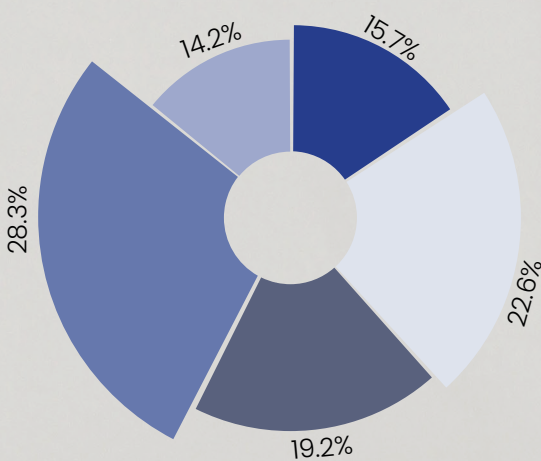
In contrast, the majority of students from Spain and LATAM were enrolled in NAIA teams (27.6%), closely followed by NCAA Division I (23.4%) and Division II (23.7%). In the UK, 64.8% of student-athletes were enrolled in NCAA Divisions I-III and NAIA, while the remaining 35.2% were placed in JUCO programs.

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

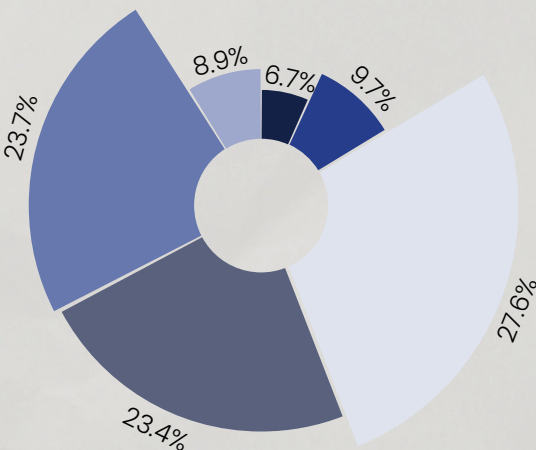
DACH



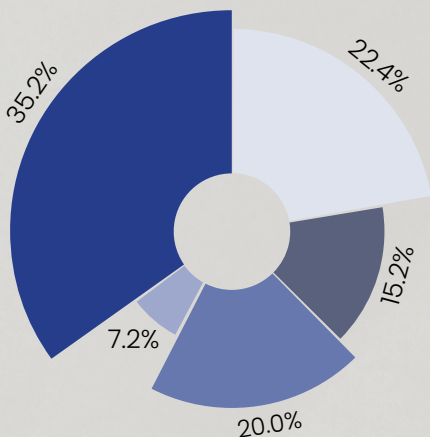
NORDICS



Spain & LATAM



United Kingdom



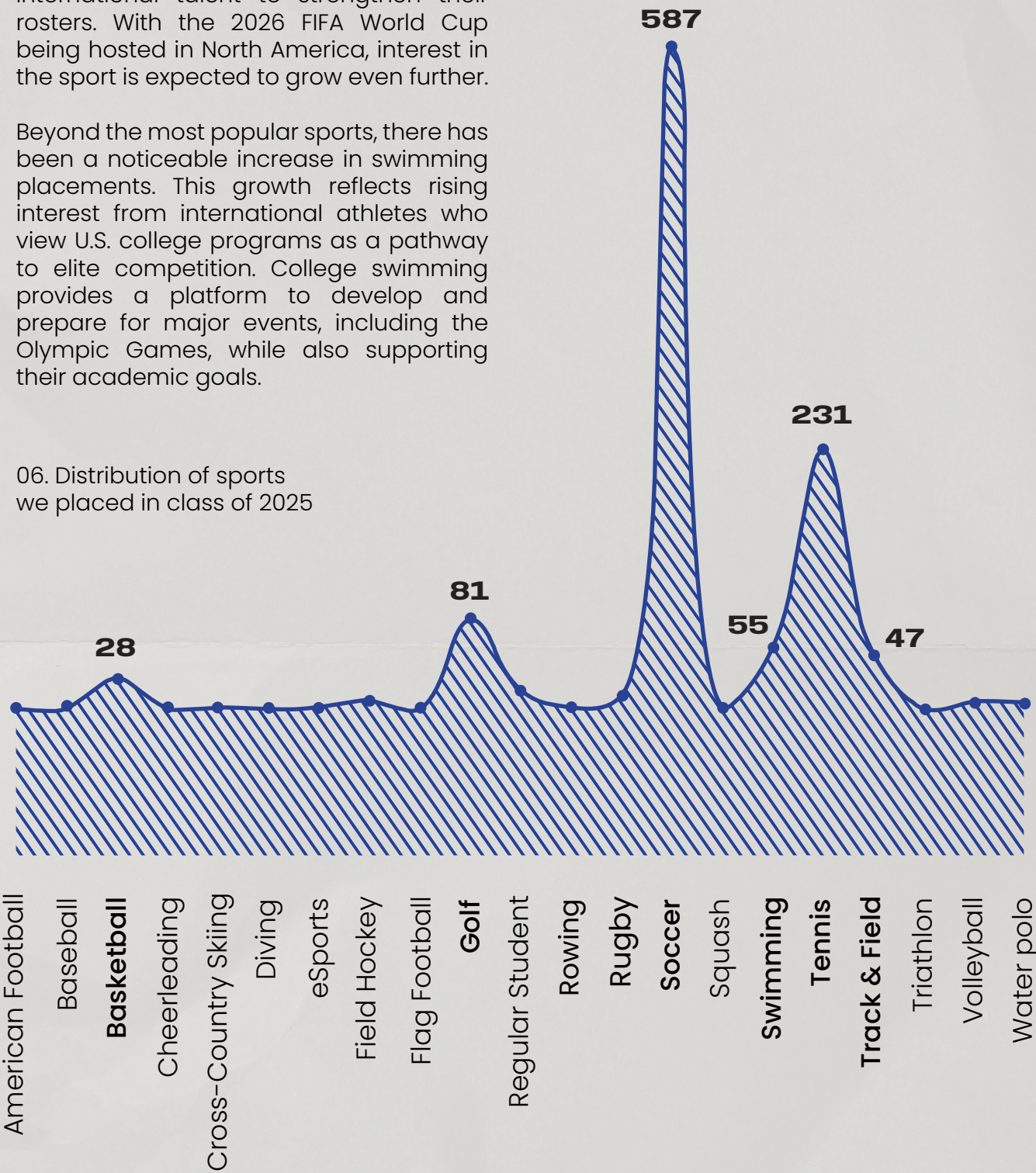
In 2025, Keystone Sports placed student-athletes in 20 different sports, in addition to supporting students pursuing academic placements. Soccer (53.6%), tennis (21.1%), and golf (7.4%) once again led the way as the most popular sports among our student athletes.

Soccer’s consistent dominance reflects how U.S. college programs rely on international talent to strengthen their rosters. With the 2026 FIFA World Cup being hosted in North America, interest in the sport is expected to grow even further.

Beyond the most popular sports, there has been a noticeable increase in swimming placements. This growth reflects rising interest from international athletes who view U.S. college programs as a pathway to elite competition. College swimming provides a platform to develop and prepare for major events, including the Olympic Games, while also supporting their academic goals.

In the UK market, rugby remains an important sport as it grows in popularity in the United States. The success and visibility of Major League Rugby (MLR) have boosted the sport’s profile, encouraging more participation at the college level. With the U.S. set to host the men’s and women’s Rugby World Cup in 2031 and 2033, investments in the sport are expected to increase.

06. Distribution of sports we placed in class of 2025



03. GEOGRAPHY OVERVIEW

Keystone Sports' Class of 2025 demonstrates a broad geographic distribution of student-athletes. This wide distribution highlights our strong relationships with colleges and universities across North America.

This year, student-athletes will attend schools in 47 U.S. states and Canada. These placements span a wide range of prestigious programs, from top-ranking academic universities to highly competitive athletic conferences. The variety of destinations reflects our ability to find the right environment for every student-athlete.

46

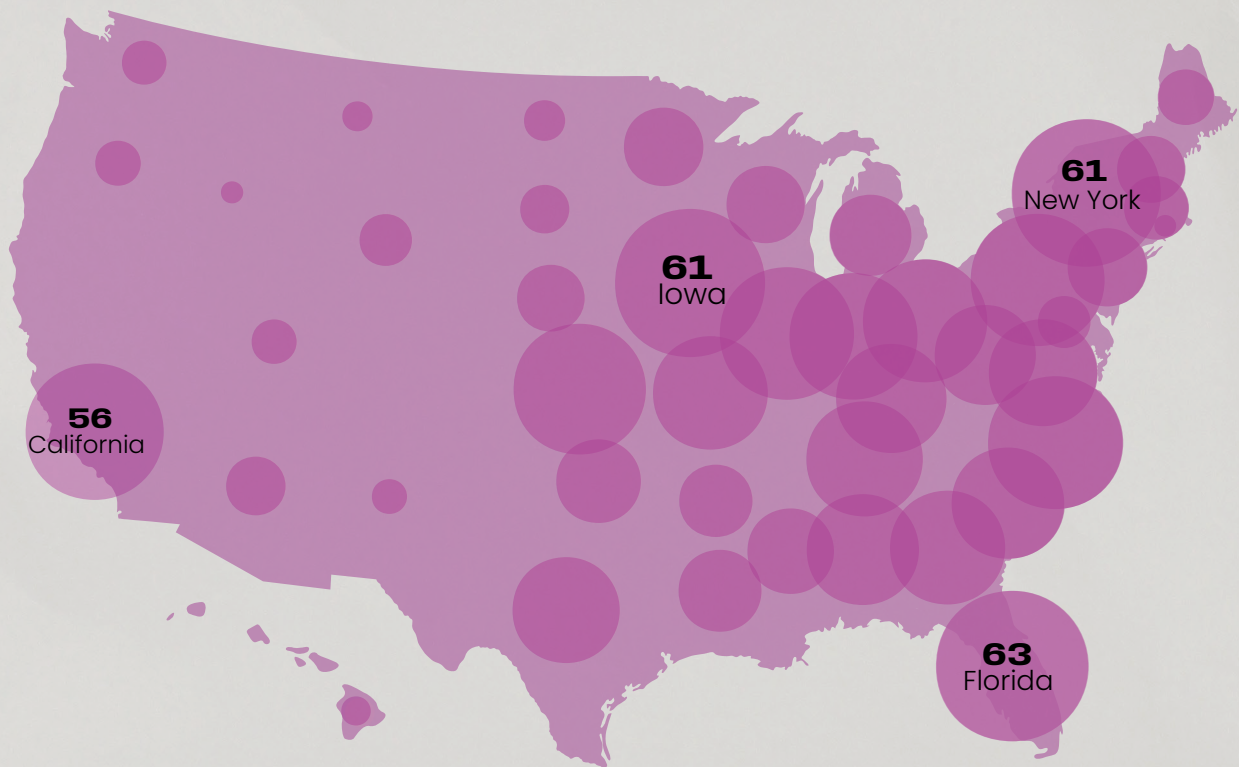
Countries of origin of the Keystone Sports' student-athletes

With student-athletes from 46 different nationalities, this year's class truly celebrates diversity. Our reach now extends beyond Europe and the Americas, with a growing presence in Asian markets.



The distribution of Keystone Sports student-athletes across 47 U.S. states, plus the District of Columbia and Canada, highlights our reach and ability to offer opportunities nationwide. The states with the highest number of student-athletes in 2025 were Florida (63), Iowa (61), New York (61), and California (56).

States like New York, Florida, and California continue to be top destinations, offering some of the most attractive cities in the country. Iowa also ranks highly due to the concentration of smaller schools that actively recruit international athletes.



07. Number of students per US state in 2025

+1 person in Canada

Alabama	34	Louisiana	18	Oklahoma	19
Arizona	9	Maine	8	Oregon	5
Arkansas	14	Maryland	7	Pennsylvania	50
California	56	Massachusetts	11	Rhode Island	1
Colorado	11	Michigan	18	South Carolina	35
Connecticut	14	Minnesota	17	South Dakota	6
Delaware	8	Mississippi	20	Tennessee	37
District of Columbia	3	Missouri	36	Texas	31
Florida	63	Montana	2	Utah	5
Georgia	36	Nebraska	12	Virginia	31
Hawaii	2	New Hampshire	12	Washington	5
Idaho	1	New Jersey	17	West Virginia	27
Illinois	49	New Mexico	3	Wisconsin	16
Indiana	44	New York	61	Wyoming	2
Iowa	61	North Carolina	50		
Kansas	47	North Dakota	4		
Kentucky	33	Ohio	42		



In 2025, we placed student-athletes from 46 different countries. The mix of nationalities highlights Keystone Sports' expanding presence across five continents.

Europe remains the dominant region for international recruitment, with the top five markets being Spain, Germany, England, Norway, and Sweden. Together, these countries accounted for more than 80% of all placements.

Keystone Sports continues to attract talent from new regions, including Asia, Africa, and Latin America. This year saw a clear rise in Asian representation, with athletes joining from new markets like China, India, South Korea, and Indonesia.

08. Student-athletes' nationalities in 2025



04. CONCLUSIONS

Keystone Sports, alongside our Class of 2025 report, provides key insights into student-athlete recruitment, highlighting the growing importance of global talent in college sports and American universities.

In 2025, Keystone Sports successfully placed 1,097 international student-athletes at colleges and universities across 47 US states and Canada. Our athletes come from 46 different countries, representing a truly global network of talent. The gender distribution among placed athletes is 65% men and 35% women. Notably, a greater proportion of full-ride sports scholarships are awarded to female athletes.

Our commitment goes beyond securing placements. Through programs like the Keystone Sports Performance Program and partnerships with experts in nutrition, career development, and sports events, we help student-athletes reach their full potential both on and off the field. We provide ongoing support through exclusive events, resources, and opportunities that prepare our athletes for success during their college years and beyond.

05. TABLE OF CONTENT

- 01. Overall enrollments in 2025 at nationality level
- 02. Number of student-athletes enrolled in Spring and Fall 2025
- 03. Gender distribution of student-athletes enrolled in 2025
- 04. Distribution of Full Ride scholarships in 2025

- 05. Divisions breakdown
- 06. Distribution of sports we placed in class of 2025

- 07. Number of students per US state in 2025
- 08. Student-athletes' nationalities in 2025

