

PRESS RELEASE

Families Ripped Off by Promise of U.S. Student Athlete Scholarships

Charges £3,000-5,000.

Sneaky contracts bind you for life.

Overcomplicate so you don't think you can do it yourself.

May 14th, 2025

Today, StudentAthlete.info launched its website designed to educate families about the process of student athlete scholarships and empower them with the information and tools they need to take a DIY approach to the journey.

Scholarships to America are a wonderful opportunity. There are over 500 colleges and universities offering various sports scholarships to international students. The facilities are often modern and vast, with the synergy between academics, nutrition, and sports psychology. Things other countries struggle to compete with. Offers vary based on both academic and athletic ability. It's a myth that only the very best get offers. With so many colleges that have recruitment budgets, there are often opportunities even if you are not at the top of the rankings.

In sports like swimming, the best athletes in the world are in American colleges. Leon Marchand, star of the 2024 Paris Olympics with five medals, is at Texas, while world record holders Caeleb Dressel and Katie Ledecky train at Florida. You would be training daily with world-class athletes or coming head-to-head in various conferences and competitions. Nowhere in the world offers that, increasing the appeal and increasing the number of athletes that choose to ditch UK and European universities and head to the U.S.

To help families navigate this process, here are some key tips and things to watch out for:

- **Understand the Costs:** Be aware of the fees charged by scholarship services and agents. Often, these can range from £3,000 to £5,000.
- **Read Contracts Carefully:** Look out for sneaky contracts that may bind you for life. Ensure you understand all terms before signing.
- **DIY Approach:** Don't be intimidated by the complexity. With the right information, you can manage the process yourself.
- **Direct Communication:** Email coaches directly rather than relying on agents. Personal communication can be more effective.
- **Research Opportunities:** Utilize resources like StudentAthlete.info to find roster spots and scholarship opportunities.
- **The U.S. is not the only country offering international scholarships.** Other countries like Australia for swimming for example are great options that families should consider.

The team at StudentAthlete.info is made up of parents who have successfully navigated the process, often paying thousands themselves, and now want to help others avoid the same

pitfalls. A key reason for this initiative is the understanding that competing at a high competitive level can be very expensive, and the additional cost of scholarship services and agents restricts access to these opportunities. "Why should only families who can afford to pay thousands have access to these great opportunities?. Everyone deserves a chance".

StudentAthlete.info provides information on roster spot spaces, such as a recent post "Division one Coach looking for a 100m female backstroker 1.02 LCM, for 2026," on their website and social media platforms, attempting to get opportunities out to as wide an audience as possible. The organisation hopes to create a circular economy by offering their services for free to families struggling financially, on benefits, or from countries where the exchange rate makes the cost prohibitive.

StudentAthlete.info offers families a consulting service starting at £60 per hour, designed to educate them and equip them with what they need to take a DIY approach to their journey. Anyone can do it! Yes, there are a few things that are useful to know and a few pitfalls to avoid, but the StudentAthlete.info team believes that information should be made readily available rather than held ransom in exchange for exorbitant fees and unreasonable contracts that often bind you for life.

These agencies are often run by ex-athletes in a particular sport rather than experienced enterprise salespeople, so the value they bring is limited

The logistics of how agencies pitch is also flawed. Each agency rep will seek to have as many student hopefuls as they can and will pitch out to the same pool of schools repeatedly. A coach will get multiple emails in a day or week from that same agency rep. Slowly becoming more and more desensitized and non-responsive. Coaches know the agent is selling anyone that comes their way in order to make a commission.

Families are intimidated by the idea of emailing coaches themselves, but the truth is no one is better at selling your kid than you. They are your only focus, whereas an agent divides their attention across everyone they represent. When that coach gets your email, it will be a unique touch point. You start to build a connection and bond directly. Keep them informed of your progress and as soon as you reach the performance levels they are looking for offers will come pouring in.

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