
BASKETBALL - AS AN OPPORTUNITY TO EARN AN EDUCATION

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OUR CURRENT SITUATION

- 40+ basketball athletes in USA universities
- 40+ basketball athletes in Latvia universities
- **0 basketball athletes in Europe universities**



USA/CANADA VS EUROPE

USA – student sports leagues (NCAA; NAIA; NJCAA; USCAA; NCAA)

- International recruitment
- Full and half scholarships

CANADA – student sports leagues (U Sports - 50+ universities; CCAA – 90+ colleges)

- International recruitment
- Scholarships

EUROPE – student sports leagues (EUSA – 45+ universities)

- Dual career support
- Scholarships, training support, flexible schedules



SPORTS SCHOLARSHIP AMOUNT IN EUROPE VS USA

- United Kingdom – 500 – 5000 £
- Germany – 1200 - 3600 €
- France – 500 – 2000 €
- Spain – 1000 – 5000 €
- Italy – 500 – 3000 €
- Netherlands – 2000 €
- Lithuania – 500 – 1500 €
- Belgium – 500 – 2000 €

USA - 38 000 \$



WHY USA UNIVERSITIES ARE MORE COMPETITIVE AGAINST EUROPE?

- USA, college sports – especially football and basketball are huge business
- NCAA Division I sports generate billions in revenue –
 - TV deals (March Madness earns over \$ 1 billion;
 - Ticket sales
 - Sponsorships
 - Merchandise
- Strong sports program boosts the university's public image, alumni engagement, donations, student applications; Investing in athletes is a **strategic priority!**
- University of Alabama athletic department budget is over \$ 150 million/year.



WHY EUROPE DON'T OFFER THE SAME

USA

University = sports powerhouse

College teams are professionalized

High funding from sports

NCAA offers national platform

Europe

Sports clubs are usually separate from universities

Students play for external clubs, not school teams

Education systems focus more on academics, less on elite sports

No unified equivalent across Europe



CAN WE BUILD A UNIFIED EUROPEAN PLATFORM?

Thank you!

