A bill to be entitled

An act relating to athlete representation and compensation; amending s. 468.454, F.S.; prohibiting an athlete agent of a student athlete from receiving more than a specified percentage of the student athlete's total compensation derived from the use of the student athlete's name, image, or likeness; creating s. 468.45651, F.S.; requiring the Department of Business and Professional Regulation to maintain a database of athlete agents which is accessible to the public; providing a short title; amending s. 1006.20, F.S.; requiring the FHSAA to adopt bylaws requiring student athletes to register specified compensation with the FHSAA; prohibiting the registration of any other compensation for a student athlete; creating s. 1006.206, F.S.; authorizing high school student athletes who meet specified criteria to earn compensation for the use of their name, image, or likeness; requiring students under a certain age to obtain parental consent to earn such compensation; providing requirements for such contracts and agreements; authorizing student athletes to consult with authorized advisors; requiring students under a specified age to obtain parental consent for such consultation; providing requirements for such

advisors; providing school and Department of Education responsibilities and requirements; authorizing the department to conduct specified audits; requiring schools to provide specified records for such audits; requiring the State Board of Education to adopt rules; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Present subsection (12) of section 468.454, Florida Statutes, is renumbered as subsection (13), and a new subsection (12) is added to that section, to read:

468.454 Contracts.—

(12) Beginning with contracts executed on or after July 1, 2025, an agent contract with a student athlete or an athlete specified in s. 1006.206 may not allow an athlete agent to receive more than 5 percent of such athlete's total compensation, whether monetary or otherwise, derived from an endorsement deal, a promotional activity, or any other opportunity with a name, image, and likeness collective in which such athlete uses his or her name, image, or likeness. For purposes of this subsection, a "name, image, and likeness collective" has the same meaning as provided in 1006.206.

Section 2. Section 468.45651, Florida Statutes, is created to read:

468.45651 Database of athlete agents.—The department shall maintain a database of athlete agents who are licensed pursuant to this part. The database must be accessible to the public via the Internet.

Section 3. Sections 4 and 5 of this act may be cited as "The Florida High School Name, Image, and Likeness Act."

Section 4. Paragraph (n) is added to subsection (2) of section 1006.20, Florida Statutes, to read:

1006.20 Athletics in public K-12 schools.—

(2) ADOPTION OF BYLAWS, POLICIES, OR GUIDELINES.—

(n) The FHSAA bylaws may not require a student athlete to register compensation with the FHSAA, an FHSAA member school, or any other entity.

Section 5. Section 1006.206, Florida Statutes, is created to read:

1006.206 High school student athlete compensation; school district and department responsibilities; rulemaking authority.—

(1) A high school student athlete who is preparing to enter into collegiate sports, may earn compensation for the use of his or her name, image, or likeness. A student under the age of 18 must obtain written permission from his or her parent.

(2)(a) A student athlete specified in subsection (1) may not engage in any name, image, and likeness activity or enter into a contract or agreement involving adult entertainment products and services; alcohol, tobacco, vaping, and nicotine

products; controlled substances; prescription pharmaceuticals; gambling, including sports betting, the lottery, and betting in connection with video games, online games, and mobile devices; weapons, firearms, and ammunition; or a name, image, and likeness collective.

(b) For purposes of paragraph (a), a "name, image, and likeness collective" does not include school sanctioned team fundraising. However, a "name, image, and likeness collective" does include, but is not limited to, a group, organization, or cooperative enterprise that exists to collect funds from donors, individuals, or businesses to:

1. Help facilitate name, image, and likeness deals for student athletes.

2. Facilitate payments to or transfers funds to student athletes.

3. Create ways for athletes to monetize from their name, image, or likeness.

4. Otherwise promote name, image, and likeness activities for schools or student athletes.

(c) Any name, image, and likeness contract or agreement must comply with all state and federal laws.

(3) A student athlete may consult with a registered advisor regarding compensation for the student's name, image, or likeness. A student under the age of 18 must obtain written permission from his or her parent to consult with an advisor.

Registered advisors include:

(a) The student athlete's coach.

(b) The student athlete's academic advisor.

(c) Any designated employee of the student athlete's school who has registered as an advisor.

A person advising a student athlete must notify the school principal or a designated school administrator of their role in advising the student athlete.

(4) Each public high school with a student athlete pursuing compensation for his or her name, image, or likeness:

(a) Must maintain a list of all registered advisors.

(b) May, and are encouraged to, provide educational resources to assist student athletes in understanding name, image, or likeness opportunities, financial literacy, and contractual obligations as they transition to college.

Section 6. This act shall take effect July 1, 2025.