

1                   A bill to be entitled  
2           An act relating to public postsecondary commercial  
3           sponsorships; creating s. 1004.098, F.S.; requiring  
4           public postsecondary institutions to provide written  
5           notification to certain parties before they or their  
6           direct-support organizations enter into agreements for  
7           specified commercial sponsorships; requiring such  
8           sponsorships to receive legislative authorization  
9           under certain circumstances; providing an effective  
10          date.

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

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14           Section 1. Section 1004.098, Florida Statutes, is created  
15 to read:

16           1004.098 Public postsecondary commercial sponsorships.—For  
17 all commercial sponsorships of \$1 million or more that are not  
18 philanthropic and are designed for marketing at a public  
19 postsecondary institution's athletic facilities, the public  
20 postsecondary institution must provide written notification to  
21 the Governor, the President of the Senate, and the Speaker of  
22 the House of Representatives before any contract or agreement  
23 for such sponsorship is entered into by the public postsecondary  
24 institution or its direct-support organization. If, within 30  
25 days after receipt, any of the aforementioned parties provide a

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26 | written objection to the sponsorship to the public postsecondary  
27 | institution, an act of the Legislature shall be required to  
28 | authorize such sponsorship.

29 | Section 2. This act shall take effect July 1, 2020.