

By Senator Simon

3-01733A-25

20251584__

1 A bill to be entitled
2 An act relating to agents of student athletes;
3 amending s. 468.454, F.S.; prohibiting the agent of a
4 student athlete from receiving more than a specified
5 percentage of the student athlete's total compensation
6 derived from the use of the student athlete's name,
7 image, or likeness; requiring an agent representing a
8 high school student athlete to be licensed with the
9 Department of Business and Professional Regulation;
10 requiring the department to include such agents in its
11 licensing portal; authorizing the department to adopt
12 rules; providing an effective date.

13
14 Be It Enacted by the Legislature of the State of Florida:

15
16 Section 1. Present subsection (12) of section 468.454,
17 Florida Statutes, is redesignated as subsection (14), and a new
18 subsection (12) and subsection (13) are added to that section,
19 to read:

20 468.454 Contracts.—

21 (12) A contract may not allow an agent to receive more than
22 5 percent of a student athlete's total compensation, whether
23 monetary or otherwise, derived from an endorsement deal, a
24 promotional activity, or any other opportunity in which the
25 student athlete uses his or her name, image, or likeness.

26 (13) An agent representing a high school student athlete
27 must be licensed with the department, pursuant to s. 468.453.
28 Upon licensure, the department shall include such agents in its
29 licensing portal. The department may adopt rules necessary to

3-01733A-25

20251584__

30 implement the requirements of this subsection.

31 Section 2. This act shall take effect July 1, 2025.