

1 A bill to be entitled
2 An act relating to athlete representation and
3 compensation; amending s. 468.454, F.S.; prohibiting
4 an athlete agent of a student athlete from receiving
5 more than a specified percentage of the student
6 athlete's total compensation derived from the use of
7 the student athlete's name, image, or likeness;
8 creating s. 468.45651, F.S.; requiring the Department
9 of Business and Professional Regulation to maintain a
10 database of athlete agents which is accessible to the
11 public; providing a short title; amending s. 1006.20,
12 F.S.; requiring the FHSAA to adopt bylaws requiring
13 student athletes to register specified compensation
14 with the FHSAA; prohibiting the registration of any
15 other compensation for a student athlete; creating s.
16 1006.206, F.S.; authorizing high school student
17 athletes who meet specified criteria to earn
18 compensation for the use of their name, image, or
19 likeness; requiring students under a certain age to
20 obtain parental consent to earn such compensation;
21 providing requirements for such contracts and
22 agreements; authorizing student athletes to consult
23 with authorized advisors; requiring students under a
24 specified age to obtain parental consent for such
25 consultation; providing requirements for such

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

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

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

38 | 468.454 Contracts.—

39 | (12) An agent contract may not allow an athlete agent to
40 | receive more than 5 percent of a student athlete's total
41 | compensation, whether monetary or otherwise, derived from an
42 | endorsement deal, a promotional activity, or any other
43 | opportunity in which the student athlete uses his or her name,
44 | image, or likeness.

45 | **Section 2. Section 468.45651, Florida Statutes, is created**
46 | **to read:**

47 | 468.45651 Database of athlete agents.—The department shall
48 | maintain a database of athlete agents who are licensed pursuant
49 | to this part. The database must be accessible to the public via
50 | the Internet.

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

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

55 1006.20 Athletics in public K-12 schools.—

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

57 (n) The FHSAA shall adopt bylaws requiring a student
58 athlete who receives compensation for representing his or her
59 school or school district to register such compensation with the
60 FHSAA. The bylaws may not require a student athlete to register
61 any other compensation.

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

64 1006.206 High school student athlete compensation; school
65 district and department responsibilities; rulemaking authority.—

66 (1) A student athlete who is in his or her final year of
67 high school, and who completes his or her final athletic season
68 for his or her high school, may, in preparation to enter into
69 collegiate sports, earn compensation for the use of his or her
70 name, image, or likeness. If the student is under the age of 18,
71 he or she must obtain written permission from his or her parent.

72 (2) A student athlete may not enter into a name, image, or
73 likeness contract or agreement with a product or service that
74 conflicts with school values, including, but not limited to,
75 alcohol, tobacco, or gambling. Any name, image, or likeness

76 contract or agreement must comply with all state and federal
77 laws.

78 (3) A student athlete may consult with authorized advisors
79 regarding compensation for the student's name, image, or
80 likeness. If the student is under the age of 18, he or she must
81 obtain written permission from his or her parent to consult with
82 an authorized advisor. Such advisors include, but are not
83 limited to:

84 (a) The student athlete's coach.

85 (b) The student athlete's academic advisor.

86
87 A person advising a student athlete must register with the
88 school as an advisor and must notify the school principal or a
89 designated school administrator of their role in advising the
90 student athlete.

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

93 (a) Must document all registered advisors and the name,
94 image, and likeness-related activities for student athletes.

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

99 (5) The Department of Education may conduct audits to
100 verify compliance with this section. A school must provide all

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101 | requested records during an audit.

102 | (6) The State Board of Education shall adopt rules to
103 | implement this section.

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