

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

26 | specified age to obtain parental consent for such
 27 | consultation; providing requirements for such
 28 | advisors; providing school responsibilities and
 29 | requirements; providing an effective date.

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

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

36 | 468.454 Contracts.—

37 | (12) Beginning with contracts executed on or after July 1,
 38 | 2025, an agent contract with a student athlete or an athlete
 39 | specified in s. 1006.206 may not allow an athlete agent to
 40 | receive more than 5 percent of such athlete's total
 41 | compensation, whether monetary or otherwise, derived from an
 42 | endorsement deal, a promotional activity, or any other
 43 | opportunity with a name, image, and likeness collective in which
 44 | such athlete uses his or her name, image, or likeness. For
 45 | purposes of this subsection, a "name, image, and likeness
 46 | collective" has the same meaning as provided in s. 1006.206.

47 | **Section 2. Section 468.45651, Florida Statutes, is created**
 48 | **to read:**

49 | 468.45651 Database of athlete agents.—The department shall
 50 | maintain a database of athlete agents who are licensed pursuant

51 to this part. The database must be accessible to the public via
52 the Internet.

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

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

57 1006.20 Athletics in public K-12 schools.—

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

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

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

70 (2)(a) A student athlete specified in subsection (1) may
71 not engage in any name, image, and likeness activity or enter
72 into a contract or agreement involving adult entertainment
73 products and services; alcohol, tobacco, vaping, and nicotine
74 products; controlled substances; prescription pharmaceuticals;
75 gambling, including sports betting, the lottery, and betting in

76 connection with video games, online games, and mobile devices;
77 weapons, firearms, and ammunition; or a name, image, and
78 likeness collective.

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

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

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

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

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

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

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

99 Registered advisors include:

100 (a) The student athlete's coach.

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

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

104
 105 A person advising a student athlete must notify the school
 106 principal or a designated school administrator of their role in
 107 advising the student athlete.

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

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

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

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