

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"; providing a short title; amending s.  
11          1006.20, F.S.; prohibiting the FHSAA bylaws from  
12          requiring student athletes to register compensation  
13          with specified entities; creating s. 1006.206, F.S.;  
14          authorizing high school student athletes to earn  
15          compensation for the use of their name, image, or  
16          likeness; requiring students under a certain age to  
17          obtain parental consent to earn such compensation;  
18          prohibiting such student athletes from engaging in  
19          activities or entering into contracts and agreements  
20          that meet specified criteria; providing construction;  
21          authorizing student athletes to consult with  
22          authorized advisors; requiring students under a  
23          specified age to obtain parental consent for such  
24          consultation; providing requirements for such  
25          advisors; providing school responsibilities and

26 requirements; providing an effective date.

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

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

33 468.454 Contracts.—

34 (12) Beginning with contracts executed on or after July 1,  
35 2025, an agent contract with a student athlete or an athlete  
36 specified in s. 1006.206 may not allow an athlete agent to  
37 receive more than 5 percent of such athlete's total  
38 compensation, whether monetary or otherwise, derived from a  
39 contract with a name, image, and likeness collective in which  
40 such athlete uses his or her name, image, or likeness. For  
41 purposes of this subsection, a "name, image, and likeness  
42 collective" has the same meaning as provided in s.  
43 1006.206(2)(b).

44 **Section 2. Sections 3 and 4 of this act may be cited as**  
45 **"The Florida High School Name, Image, and Likeness Act."**

46 **Section 3. Paragraph (n) is added to subsection (2) of**  
47 **section 1006.20, Florida Statutes, to read:**

48 1006.20 Athletics in public K-12 schools.—

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

50 (n) The FHSAA bylaws may not require a student athlete to

51 register compensation with the FHSAA, an FHSAA member school, or  
52 any other entity.

53 **Section 4. Section 1006.206, Florida Statutes, is created**  
54 **to read:**

55 1006.206 High school student athlete compensation; school  
56 district and department responsibilities.-

57 (1) A high school student athlete may earn compensation  
58 for the use of his or her name, image, or likeness. A student  
59 under the age of 18 must obtain written permission from his or  
60 her parent.

61 (2) (a) A high school student athlete may not engage in any  
62 name, image, and likeness activity or enter into a contract or  
63 agreement involving adult entertainment products and services;  
64 alcohol, tobacco, vaping, and nicotine products; controlled  
65 substances; prescription pharmaceuticals; gambling, including  
66 sports betting, the lottery, and betting in connection with  
67 video games, online games, and mobile devices; weapons,  
68 firearms, and ammunition; or a name, image, and likeness  
69 collective.

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

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

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

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

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

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

86 (3) A high school student athlete may consult with a  
87 registered advisor regarding compensation for the student's  
88 name, image, or likeness. A student under the age of 18 must  
89 obtain written permission from his or her parent to consult with  
90 an advisor. Registered advisors include:

91 (a) The student athlete's coach.

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

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

95  
96 A person advising a high school student athlete must notify the  
97 school principal or a designated school administrator of their  
98 role in advising the student athlete.

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

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

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

106        **Section 5.** This act shall take effect July 1, 2025.