

RÉSUMÉ DIGEST

ACT 810 (HB 513)

2026 Regular Session

Young

Existing law provides relative to compensation for the use of the name, image, or likeness (NIL) of college athletes. New law provides relative to compensation for the use of NIL of high school athletes.

Intercollegiate Athletes

Existing law:

- (1) Defines an "intercollegiate athlete" as a student enrolled in a postsecondary education institution who participates in an athletic program.
- (2) Prohibits an athlete from earning compensation for the use of his NIL for the endorsement of certain activities, products, and services, such as alcohol, illegal substances or activities, gambling or gaming, and tobacco.
- (3) Prohibits a postsecondary education institution from preventing or unduly restricting an athlete from obtaining professional representation by an athlete agent, marketing representative, or attorney engaged for the purpose of securing compensation for the use of the athlete's NIL, provided that the representation is registered with or licensed by the state. Prior law required that representation by an athlete agent be by persons registered with the state as provided in existing law (with exceptions), required an athlete agent who is an attorney to be licensed to practice law, and required an athlete agent or marketing representative to comply with the federal Sports Agent Responsibility and Trust Act. New law instead requires that registration or licensing be in accordance with existing law relative to the registration of athletic agents.

Existing law requires an athlete who enters into a contract for compensation for the use of his NIL with a value of \$600 or more to disclose the contract to the postsecondary education institution in which he is enrolled as a student. New law requires an institution to prescribe the reporting requirements that govern contract disclosures made pursuant to existing law in alignment with the rules and guidance of the applicable athletic governing commission.

Existing law requires postsecondary education management boards to adopt policies to implement existing law. Prior law prohibited a postsecondary education institution from implementing existing law until the management board adopted the policies and granted each management board discretion as to when it adopted its policies. New law instead requires the management board policies to require each institution under its jurisdiction to adopt institutional policies and requires both management board and institutional policies to, at a minimum, address the following:

- (1) Athlete compensation, including permissible compensation for the use of his NIL and any required disclosure of compensation agreements.
- (2) Postsecondary education institutional involvement, including the permissible scope of institutional support, facilitation, oversight, and compliance activities related to NIL endeavors, consistent with applicable law and governing athletic association rules.
- (3) Use of institutional marks and facilities, including the conditions under which an athlete or third party may use institutional names, trademarks, logos, uniforms, facilities, copyrights, colors, or other indicia in connection with NIL activities, and any required approvals or licensing protocols.
- (4) Professional representation, including requirements that athlete agents, marketing representatives, and attorneys representing athletes in matters related to NIL be properly registered or licensed in accordance with applicable state and federal law.
- (5) Educational workshops and resources available to students, including financial literacy training, life skills education, and resources related to financial responsibility, business formation, and marketing to support athletes' participation in NIL activities.

- (6) Policy administration and enforcement, which may include procedures for monitoring compliance, reviewing disclosures, identifying conflicts, and addressing violations of institutional NIL policies.
- (7) Designation of a compliance point of contact, including identification of an office or individual responsible for administering institutional NIL policies and responding to compliance-related inquiries.

New law requires any such policy to be consistent with existing law and new law and to not unduly restrict an intercollegiate athlete's ability to earn compensation for the use of his NIL.

Interscholastic Athletes

New law defines "interscholastic athlete" as a student enrolled in a high school who participates in interscholastic athletics. Provides the following relative to interscholastic athletes:

- (1) Requires the written consent of a parent or legal guardian for an agreement of compensation for an athlete under 18 years of age to be executed.
- (2) Prohibits an athlete from earning compensation for the use of his NIL in connection with certain products and services, such as alcohol, cannabis, gaming, tobacco, and weapons.
- (3) Prohibits a high school or agent thereof from:
 - (a) Prohibiting or preventing an athlete from obtaining professional representation.
 - (b) Declaring an athlete ineligible for athletic competition because he earns compensation for his NIL.
- (4) Authorizes a high school to prohibit an athlete from earning compensation for his NIL during academic activities, official team activities, and interscholastic athletic program activities.
- (5) Prohibits an athlete from using a high school's facilities, apparel, equipment, uniforms, or intellectual property to earn compensation for his NIL unless permitted by the high school.
- (6) Requires the authority that governs interscholastic athletics in La. to provide educational materials to athletes, parents, legal guardians, and high schools regarding the rights and responsibilities of athletes relative to earning compensation for their NIL as provided in new law.

Effective August 1, 2026.

(Amends R.S. 17:3701, 3702(3) and (4), and 3703(D), (I), (L), and (N); Adds R.S. 17:3702(5)-(8) and 3705)