
DIGEST

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HB 513 Original

2026 Regular Session

Young

Abstract: Provides relative to compensation for the name, image, and likeness of interscholastic and intercollegiate athletes.

Present law defines "athletic booster", "athletic program", "intercollegiate athlete", and "postsecondary education institution". Proposed law retains present law and defines "high school", "interscholastic athlete", "interscholastic athletic program", and "interscholastic athletics".

Present law authorizes an intercollegiate athlete at a postsecondary education institution to earn compensation for the use of his name, image, and likeness, subject to certain requirements provided by present law. Proposed law retains present law and authorizes an interscholastic athlete to earn compensation for his name, image, and likeness, subject to compliance of proposed law.

Compensation for the name, image, and likeness of intercollegiate athlete

Present law prohibits a postsecondary education institution from preventing or unduly restricting an intercollegiate athlete from obtaining professional representation. Proposed law retains present law.

Present law requires postsecondary education management boards to adopt policies to implement present law. Proposed law retains present law. Present law authorizes each management board discretion as to when it adopts its policies. Proposed law removes this discretion and requires each institution under a board's jurisdiction to adopt and maintain its own policies governing name, image, and likeness activities of intercollegiate athletes. Provides for required content of the policies, including:

- (1) The conditions under which an intercollegiate athlete or third party may use institutional marks, names, and facilities.
- (2) Educational workshops and resources, including financial literacy training, life skills education, and resources related to financial responsibility, business formation, and marketing, available to students.
- (3) Information on a compliance point of contact, including identification of an office or individual responsible for administering institutional name, image, and likeness policies and responding to compliance-related inquiries.

Compensation for the name, image, and likeness of interscholastic athletes

Proposed law requires the written consent of a parent or legal guardian for an agreement of compensation for an interscholastic athlete under 18 years of age to be executed.

Proposed law provides for restrictions on compensation for interscholastic athletes in terms of advertising for certain products and services, such as alcohol, cannabis, casinos, gambling, tobacco, and weapons.

Proposed law prohibits a high school or agent thereof from the following:

- (1) Prohibiting or prevent an interscholastic athlete from obtaining professional representation.
- (2) Declaring an interscholastic athlete ineligible for athletic competition because he earns compensation for his name, image, and likeness.

Proposed law authorizes a high school to prohibit an interscholastic athlete from earning compensation for his name, image, and likeness during academic activities, official team activities, and interscholastic athletic program activities.

Proposed law prohibits an interscholastic athlete from using a high school's facilities, apparel, equipment, uniforms, or intellectual property to earn compensation for his name, image, and likeness unless permitted by the high school.

Proposed law requires the authority that governs interscholastic athletics in this state to provide educational materials to interscholastic athletes, parents, legal guardians, and high schools regarding the rights and responsibilities of athletes relative to earning compensation for their name, image, and likeness under proposed law.

(Amends R.S. 17:3701, 3702(3) and (4), and 3703(D)(intro. para.), (L), and (N); Adds R.S. 17:3702(5)-(8) and 3705; Repeals R.S. 17:3703(D)(1) and (2))