

**Senate File 245 - Introduced**

SENATE FILE 245

BY BOULTON and ZAUN

**A BILL FOR**

1 An Act relating to compensation of college athletes and  
2 including effective date and applicability provisions.  
3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. NEW SECTION. 261I.1 Definition.

2 For purposes of this chapter, "*postsecondary educational*  
3 *institution*" means a regents institution, community college, or  
4 private postsecondary educational institution in Iowa.

5 Sec. 2. NEW SECTION. 261I.2 Compensation of college  
6 athletes — limitation on postsecondary institutions.

7 1. a. A postsecondary educational institution shall not  
8 enforce any rule, requirement, standard, or other limitation  
9 that prevents a college athlete enrolled at the institution  
10 from fully participating in intercollegiate athletics and doing  
11 any of the following as a result of the use of the athlete's  
12 name, image, or likeness rights, or athletic reputation, or  
13 that otherwise penalizes such an athlete:

14 (1) Earning compensation.

15 (2) Receiving food, shelter, or insurance coverage, or  
16 receiving payment for the cost of food, shelter, insurance  
17 coverage, or medical care.

18 b. A college athlete's financial aid eligibility, amount,  
19 duration, or renewal, or any other benefit for which the  
20 athlete is otherwise eligible, shall not be affected by  
21 the athlete receiving an item described in paragraph "a",  
22 subparagraph (1) or (2), from the use of an athlete's name,  
23 image, or likeness rights, or athletic reputation.

24 2. For purposes of this chapter, financial aid from a  
25 postsecondary educational institution in which a college  
26 athlete is enrolled is not compensation for use of the  
27 athlete's name, image, and likeness rights, or athletic  
28 reputation. Such financial aid shall not be revoked or reduced  
29 as a result of an athlete receiving an item described in  
30 subsection 1, paragraph "a", subparagraph (1) or (2), pursuant  
31 to this chapter.

32 Sec. 3. NEW SECTION. 261I.3 College athletes —  
33 professional representation.

34 1. A postsecondary educational institution shall not  
35 interfere with or prevent a college athlete enrolled at a

1 postsecondary educational institution from fully participating  
2 in intercollegiate athletics for obtaining professional  
3 representation in relation to contracts or legal matters,  
4 including but not limited to representation provided by athlete  
5 agents or financial advisors, or legal representation provided  
6 by attorneys.

7 2. Professional representation provided to college athletes  
8 enrolled at a postsecondary educational institution by athlete  
9 agents, financial advisors, or attorneys shall only be provided  
10 by persons licensed in the state of Iowa.

11 Sec. 4. NEW SECTION. 261I.4 College athletes — contracts  
12 for advertising.

13 A person shall not offer to enter into a contract with a  
14 college athlete to provide compensation to the athlete for use  
15 of the athlete's name, image, or likeness rights, or athletics  
16 reputation that requires the athlete to engage in in-person  
17 advertising for the person during official, mandatory team  
18 activities without approval from the athlete's postsecondary  
19 educational institution.

20 Sec. 5. NEW SECTION. 261I.5 Disclosure of contract —  
21 confidentiality.

22 A college athlete who enters into a contract providing  
23 compensation to the athlete for use of the athlete's name,  
24 image, or likeness rights, or athletics reputation, shall  
25 disclose the full contract to an official of the postsecondary  
26 educational institution at which the athlete is enrolled  
27 designated by the institution for that purpose. The  
28 institution and designated official shall not disclose to  
29 any other person the terms of such contract that the college  
30 athlete or the college athlete's legal representative deems to  
31 be a trade secret or otherwise confidential.

32 Sec. 6. NEW SECTION. 261I.6 Compensation outside of  
33 official, mandatory team activities.

34 The terms of a team contract of a postsecondary educational  
35 institution's athletic program shall not prevent a college

1 athlete from receiving compensation for using the athlete's  
2 name, image, or likeness rights, or athletic reputation for a  
3 commercial purpose when the athlete is not engaged in official,  
4 mandatory team activities if such activities are recorded in  
5 writing and made publicly available. Such team activities  
6 shall not exceed twenty hours per week during the athletic  
7 season and eight hours per week during the off-season.

8     **Sec. 7. NEW SECTION. 261I.7 Certification by treasurer.**

9     1. A person shall not provide professional representation  
10 to a college athlete as described in section 261I.3, subsection  
11 1, without prior certification by the treasurer of state.

12     2. The treasurer of state shall establish by rule pursuant  
13 to chapter 17A certification processes for the persons  
14 described in subsection 1. The treasurer of state shall only  
15 certify persons who have significant qualifications for, or  
16 demonstrated experience providing, representation to college  
17 athletes in negotiations or financial or other relationships  
18 with athletic associations, conferences, or other groups or  
19 organizations with authority over intercollegiate athletics.

20     **Sec. 8. NEW SECTION. 261I.8 Legal requirements —**  
21 **applicability.**

22     1. This chapter applies to contracts entered into,  
23 modified, or renewed on or after the effective date of this  
24 Act.

25     2. College athletes, postsecondary educational  
26 institutions, athletic associations, conferences, or other  
27 groups or organizations with authority over intercollegiate  
28 athletics, and state or local officials seeking to prosecute  
29 violators of this chapter, shall not be deprived of any  
30 protections provided under Iowa law with respect to a  
31 controversy that arises in Iowa and shall have the right to  
32 adjudication in Iowa of a legal claim that arises in Iowa.

33     3. A legal settlement shall not permit noncompliance with  
34 this chapter. Any such provision is void and unenforceable.

35     **Sec. 9. NEW SECTION. 261I.9 Severability.**

1 The provisions of this chapter are severable pursuant to  
2 section 4.12.

3 Sec. 10. EFFECTIVE DATE. This Act, being deemed of  
4 immediate importance, takes effect upon enactment.

5 Sec. 11. APPLICABILITY. This Act applies to any  
6 agreement or contract newly entered into, renewed, modified,  
7 or extended on or after the earlier of July 1, 2021; the  
8 effective date of any substantially similar state or federal  
9 law; or the effective date of an athletic association or  
10 athletic conference rule regarding name, image, and likeness  
11 compensation for student athletes if a postsecondary  
12 educational institution, as defined in section 261I.1, as  
13 enacted by this Act, is a member of such athletic association  
14 or athletic conference. For purposes of this section,  
15 "agreement or contract" includes but is not limited to the  
16 national letter of intent, a college athlete's financial aid  
17 agreement, a commercial contract, and rules or bylaws of an  
18 athletic conference or athletic association.

19 EXPLANATION

20 The inclusion of this explanation does not constitute agreement with  
21 the explanation's substance by the members of the general assembly.

22 This bill relates to the compensation of athletes enrolled  
23 at postsecondary educational institutions. The bill  
24 defines "postsecondary educational institution" as a regents  
25 institution, community college, or private postsecondary  
26 educational institution in Iowa.

27 The bill prohibits a postsecondary educational institution  
28 from enforcing any rule, requirement, standard, or other  
29 limitation that prevents a college athlete enrolled at the  
30 institution from fully participating in intercollegiate  
31 athletics and earning compensation; receiving food, shelter,  
32 or insurance coverage; or receiving payment for the cost of  
33 food, shelter, insurance coverage, or medical care as a result  
34 of the use of the athlete's name, image, or likeness rights,  
35 or athletic reputation or that otherwise penalizes such an

1 athlete. The bill provides that a college athlete's financial  
2 aid eligibility, amount, duration, or renewal, or any other  
3 benefit for which the athlete is otherwise eligible, shall not  
4 be affected by the athlete earning compensation or such other  
5 specified items from the use of an athlete's name, image, or  
6 likeness rights, or athletic reputation.

7 The bill prohibits a postsecondary educational institution  
8 from interfering with or preventing a college athlete enrolled  
9 at the institution from fully participating in intercollegiate  
10 athletics for obtaining professional representation in  
11 relation to contracts or legal matters. The bill provides  
12 that professional representation provided to college athletes  
13 enrolled at a postsecondary educational institution by athlete  
14 agents, financial advisors, or attorneys shall only be provided  
15 by persons licensed in the state of Iowa.

16 The bill prohibits a person from offering to enter into  
17 a contract with a college athlete to provide compensation to  
18 the athlete for use of the athlete's name, image, or likeness  
19 rights, or athletics reputation that requires the athlete to  
20 engage in in-person advertising for the person during official,  
21 mandatory team activities without approval from the athlete's  
22 postsecondary educational institution.

23 The bill requires a college athlete who enters into a  
24 contract providing compensation to the athlete for use of  
25 the athlete's name, image, or likeness rights, or athletics  
26 reputation, to disclose the full contract to a designated  
27 official of the postsecondary educational institution at which  
28 the athlete is enrolled and provides for the nondisclosure of  
29 the terms of such a contract.

30 The bill provides that the terms of a team contract of a  
31 postsecondary educational institution's athletic program shall  
32 not prevent a college athlete from receiving compensation  
33 for using the athlete's name, image, or likeness rights, or  
34 athletic reputation for a commercial purpose when the athlete  
35 is not engaged in official, mandatory team activities if such

1 activities are recorded in writing and made publicly available.  
2 The bill limits such team activities to 20 hours per week  
3 during the athletic season and eight hours per week during the  
4 off-season.

5 The bill requires certification by the treasurer of state  
6 before a person may provide professional representation to a  
7 college athlete as described in the bill. The bill requires  
8 the treasurer of state to establish certification processes  
9 by rule and to only certify persons who have significant  
10 qualifications for, or demonstrated experience providing,  
11 representation to college athletes in negotiations or  
12 financial or other relationships with athletic associations,  
13 conferences, or other groups or organizations with authority  
14 over intercollegiate athletics.

15 The bill applies to contracts entered into, modified, or  
16 renewed on or after the effective date of the bill.

17 The bill provides that college athletes; postsecondary  
18 educational institutions; athletic associations, conferences,  
19 or other groups or organizations with authority over  
20 intercollegiate athletics; and state or local officials seeking  
21 to prosecute violators of the bill shall not be deprived  
22 of any protections provided under Iowa law with respect to  
23 a controversy that arises in Iowa and shall have the right  
24 to adjudication in Iowa of a legal claim that arises in  
25 Iowa. The bill provides that a legal settlement that permits  
26 noncompliance with the bill is void and unenforceable.

27 The bill includes severability provisions.

28 The bill is effective upon enactment and applies to any  
29 agreement or contract, as defined in the bill, newly entered  
30 into, renewed, modified, or extended on or after the earlier  
31 of July 1, 2021; the effective date of any substantially  
32 similar state or federal law; or the effective date of an  
33 athletic association or athletic conference rule regarding  
34 name, image, and likeness compensation for student athletes if  
35 a postsecondary educational institution in Iowa is a member of

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1 such athletic association or athletic conference.