

HB340 INTRODUCED



1 HB340
2 6YET8Z3-1
3 By Representative Gray
4 RFD: Education Policy
5 First Read: 27-Jan-26



SYNOPSIS:

This bill would allow high school student athletes to receive compensation for the use of their name, image, or likeness.

This bill would also provide requirements to be adhered to when compensating high school student athletes for the use of their name, image, or likeness.

A BILL
TO BE ENTITLED
AN ACT

Relating to high school athletics; to allow student athletes to receive compensation for the use of their name, image, or likeness; and to provide requirements for compensating student athletes for the use of their name, image, or likeness.

BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

Section 1. (a) For the purposes of this section, the following terms have the following meanings:

(1) ATHLETIC ACTIVITY. The term as defined in Section 16-30D-2, Code of Alabama 1975.

(2) COMPENSATION. Any monetary or in-kind payment to a student athlete.



HB340 INTRODUCED

(3) STUDENT ATHLETE. A student who is enrolled in a K-12 school and participates in any athletic activity.

(b) No student athlete in this state shall be prevented from receiving compensation for the use of his or her name, image, or likeness.

(c) The receipt of compensation by a student athlete for the use of his or her name, image, or likeness shall be subject to all of the following requirements:

(1) Compensation may not be:

a. Contingent on specific athletic performance or achievement.

b. Provided as an incentive to enroll or remain enrolled at a specific school.

c. Provided by a school or any individual acting as an agent for a school.

(2) None of the following may be used, worn, or endorsed in relation to a student athlete receiving compensation for the use of his or her name, image, or likeness:

a. Marks, including a school logo, school name, school mascot, or trademarked logo or acronym of an athletic association.

b. School apparel or equipment, including a school uniform or any apparel displaying a trademarked logo or acronym of an athletic association.

c. A school facility.

d. Activities in conflict with a school's policies, including the use of tobacco products, alcohol products, or



HB340 INTRODUCED

57 controlled substances.

58 (3) Prior to receiving compensation as authorized by
59 this act, a student athlete and a parent or legal guardian of
60 the student athlete shall receive professional guidance as to
61 the potential impacts and consequences of receiving the
62 compensation, including collegiate financial aid and tax
63 implications.

64 (4) A student athlete may not receive compensation
65 pursuant to this section unless the student athlete or a
66 parent or legal guardian of the student athlete notifies the
67 principal or athletic director of the student athlete's school
68 that the student athlete intends to enter into any type of
69 name, image, or likeness contract or agreement no less than
70 seven days prior to entering into the contract or agreement.

71 Section 2. This act shall become effective on October
72 1, 2026.