

**HB340 INTRODUCED**



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



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4     SYNOPSIS:

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

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

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13                A BILL

14                TO BE ENTITLED

15                AN ACT

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

22        BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

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

25                (1) ATHLETIC ACTIVITY. The term as defined in Section  
26                16-30D-2, Code of Alabama 1975.

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



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

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

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

37 (1) Compensation may not be:

38 a. Contingent on specific athletic performance or  
39 achievement.

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

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

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

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

54 c. A school facility.

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



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.