

One Hundred Ninth Legislature - First Session - 2025

Introducer's Statement of Intent

LB370

Chairperson: Senator Kathleen Kauth

Committee: Business and Labor

Date of Hearing: March 17, 2025

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

LB 370 would update the Nebraska Student-Athlete Name, Image, or Likeness (NIL) Rights Act to build on rapid growth in the NIL space, keep Nebraska players and universities competitive, and codify statutory protections for involved parties to withstand an ever-evolving landscape. The bill would ensure that Nebraska student-athletes' and universities' freedoms to engage in NIL activities are protected from NIL rules that would seek to eliminate athletes' compensation or other rights. Key components include:

-Permits universities to directly pay athletes NIL compensation to keep up with progress in other states, boosting NE's competitive edge in athlete recruitment & retention;

-Provides specific requirements for written athlete agreements to protect students from predatory arrangements;

-Establishes NIL-specific state standards for the role of athlete agents in the absence of a national college athlete agent certification body; and

-Prohibits athletic associations from directly imposing restrictions on, investigating, or punishing student-athletes or universities for engaging in NIL activities permitted by statute.

Principal Introducer: _____

Senator Megan Hunt