

JAN 28 2026

A BILL FOR AN ACT

RELATING TO THE UNIVERSITY OF HAWAII.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The purpose of this Act is to create a
2 sustainable, long-term, corpus-restricted revenue stream
3 exclusively for a name, image, and likeness program administered
4 by the university of Hawaii by establishing the name, image, and
5 likeness endowment fund.

6 The legislature finds that the establishment of a name,
7 image, and likeness endowment fund to compensate
8 student-athletes is a matter of statewide concern pursuant to
9 article X, section 6, of the Hawaii State Constitution.

10 SECTION 2. Chapter 304A, Hawaii Revised Statutes, is
11 amended by adding a new section to subpart E of part V to be
12 appropriately designated and to read as follows:

13 "§304A- Name, image, and likeness endowment fund; name,
14 image, and likeness compensation program; requirements; annual
15 report. (a) There is established the name, image, and likeness
16 endowment fund to be administered by the university of Hawaii to



1 compensate student-athletes participating in the university of
2 Hawaii's name, image, and likeness program.

3 (b) There shall be an initial corpus of not less than
4 \$10,000,000, which corpus shall be an endowment fund to provide
5 a sustainable, long-term revenue stream for the university of
6 Hawaii's name, image, and likeness program.

7 (c) Allocation of all, or any portion of, the corpus of
8 the name, image, and likeness endowment fund shall be
9 prohibited.

10 (d) The following may be deposited into the name, image,
11 and likeness endowment fund:

12 (1) Funds appropriated by the legislature; provided that
13 the university of Hawaii shall match this funding
14 dollar-for-dollar from funds raised specifically and
15 exclusively for name, image, and likeness;

16 (2) Revenues raised by university of Hawaii athletics
17 specifically and exclusively for name, image, and
18 likeness to compensate athletes participating in the
19 university's name, image, and likeness program; and

20 (3) Interest accrued on the corpus of the endowment fund.
21 (e) The university of Hawaii shall:



- 1 (1) Establish the criteria for a name, image, and likeness
2 program to compensate student-athletes from the
3 endowment fund; and
4 (2) Develop a formula for distribution from the fund to
5 compensate student-athletes; provided that any
6 compensation shall be made in consideration of the
7 value of the student-athlete's name, image, and
8 likeness, including any exposure generated from the
9 student-athlete's name, image, and likeness.
- 10 (f) A student-athlete who is compensated under this
11 section shall retain an athlete agent registered with the
12 director of commerce and consumer affairs pursuant to chapter
13 481Z, who shall represent the student-athlete; provided that a
14 student-athlete's parent or legal guardian may represent the
15 student-athlete in areas agreed to by the student-athlete.
- 16 (g) Any moneys in the endowment fund shall lapse to the
17 general fund if compensation for name, image, and likeness is no
18 longer authorized or the university of Hawaii is no longer
19 operating a division I sports program in the National Collegiate
20 Athletic Association.



1 (h) The university of Hawaii shall submit an annual report
2 to the legislature no later than December 1 of each year,
3 detailing:

4 (1) The amount of revenues raised for the name, image, and
5 likeness endowment fund;
6 (2) The balance of the name, image, and likeness endowment
7 fund;
8 (3) A list of student-athletes compensated by the fund and
9 the amount of compensation for each student-athlete;
10 and
11 (4) The formula used to determine the compensation
12 amount."

13 SECTION 3. There is appropriated out of the general
14 revenues of the State of Hawaii the sum of \$5,000,000 or so much
15 thereof as may be necessary for fiscal year 2026-2027 to be
16 deposited into the name, image, and likeness endowment fund
17 established by this Act; provided that the university of Hawaii
18 shall match this funding dollar-for-dollar from funds raised as
19 of the effective date of this Act, specifically and exclusively
20 for name, image, and likeness.



1 The sum appropriated shall be expended by the university of
2 Hawaii for the purposes of this Act.

3 SECTION 4. New statutory material is underscored.

4 SECTION 5. This Act shall take effect on July 1, 2026.

5

INTRODUCED BY:

Anna Merado K.



S.B. NO. 3263

Report Title:

UH; Name, Image, and Likeness Endowment Fund; Corpus Restricted; Name, Image, and Likeness Program; Student-Athletes; Representation; Annual Report; Appropriation

Description:

Establishes a Name, Image, and Likeness Endowment Fund to be administered by the University of Hawaii to compensate student-athletes. Requires an initial corpus of a certain amount for the Name, Image, and Likeness Endowment Fund and requires interest to be deposited into the Fund. Prohibits the allocation of all, or any portion of, the corpus of the Name, Image, and Likeness Endowment Fund. Requires UH to establish a Name, Image, and Likeness Program. Requires UH to establish criteria for the Name, Image, and Likeness Program and a formula for the distribution of funds to student-athletes. Requires student-athletes being compensated for their name, image, and likeness to retain a registered athlete agent. Allows a student-athlete's parent or legal guardian to represent the student-athlete in areas agreed to by the student-athlete. Requires UH to submit an annual report to the Legislature. Appropriates funds.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

