



# UNIVERSITY OF HAWAII SYSTEM

## ‘ŌNAEHANA KULANUI O HAWAII

### Legislative Testimony

#### Hō'ike Mana'o I Mua O Ka 'Aha'ōlelo

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Testimony Presented Before the  
Senate Committee on Education  
and

Senate Committee on Economic Development and Tourism  
Wednesday, February 11, 2026 at 1:10 p.m.

By

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Intercollegiate Athletics  
University of Hawai'i at Mānoa

### SB 3261 – RELATING TO ATHLETE AGENTS

Chairs Kim and Decoite, Vice Chairs Kidani and Wakai, and Members of the Committees:

The Department of Athletics at the University of Hawai'i at Mānoa (UHM Athletics) supports SB 3261. Since July 1, 2025, collegiate institutions have been permitted to use funding to provide additional scholarships and share revenue. NIL opportunities are important to college sports because they recognize the real economic value that student-athletes create while preserving their ability to benefit from their own work and identity.

Inevitably, with the influx of new revenue into an industry, there is a need for individuals to seek professional advice and legal representation. Agents are currently providing services to student-athletes both for institutional NIL contracts and third-party NIL sponsorships. Ensuring that these agents comply with currently established state laws and guidelines will help protect student-athletes in Hawai'i and set an expectation for appropriate representation in this state.

UHM Athletics supports SB 3261 because it applies existing agent laws to student-athlete representation in NIL matters and encourages the committees to pass the bill.