UNIVERSITY OF HAWAIʻI SYSTEM
ʻŌNAEHANA KULANUI O HAWAIʻI

Legislative Testimony
Hōʻike Manaʻo I Mua O Ka ʻAhaʻōlelo

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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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 Hawaiʻi 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 Hawaiʻi 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.