

Senate Bill 206

The Fair Pay to Play Act

Senator Nancy Skinner SD 9 & Senator Steven Bradford SD 35

THIS BILL

The vast majority of college athletes, even with scholarships, struggle to make ends meet. But unlike other students, college athletes are prevented from being able to gain any income from their skills or talent. Meanwhile, the NCAA and colleges earn billions off of college sports through media and corporate sponsorship deals.

SB 206 gives athletes at California's public and private colleges the right to their name, image and likeness —allowing them to earn income from their athletic talent. SB 206 does not require colleges to pay or employ athletes and does not put a cost on colleges. SB 206 also recognizes colleges' right to generate money for their athletic programs by ensuring that endorsements a student receives can not be in conflict with any contracts a college has.

THE ISSUE

No other student is prohibited from earning income from their skill or talent. But due to NCAA restrictions, only student athletes are prohibited. NCAA rules also force colleges to limit the value of an athletic scholarship. But the reality is that the majority of student athletes do not receive scholarships, and for those that do the scholarship alone often doesn't cover their full costs.

College might be the only time an athlete can earn income from their sports work — if given the chance. That's because very few student athletes go on to play professionally, less than 1% of women's college basketball players make it to the WNBA and less than 2% of men college basketball, football, and soccer athletes become pros. Female athletes and athletes in sports that receive less media attention may particularly benefit as SB 206 would allow them to market their talent through monetizing YouTube videos or accepting sponsorships from local service clubs and small businesses.

Studies have found that most student athletes spend 32 to 44 hours a week on their sport, making it practically impossible to have a paying job. College

athletes are also much more likely to suffer injuries that impact them far beyond their college years. According to a 2014 Indiana University study, 67% of former NCAA Division I athletes suffered major injuries and 50% reported chronic injuries — nearly double the rate of non-athletes.

These restrictive rules paired with the time commitment and financial pressures have a negative impact on athlete's academic performance. More than half of California's NCAA Division 1 and 2 colleges have one or more teams with graduation rates below 60%. Approximately 40% of NCAA Division 1 and 2 athletes say they have difficulty keeping up with academics during the season. SB 206 can relieve the pressure some students face to turn pro by allowing them to provide for themselves financially without losing their athletic scholarship.

SOLUTION

SB 206 allows college athletes at California's public and private schools to earn money from their name, image and likeness — comparable to what Olympic athletes are allowed.

Specifically, SB 206:

- Allows athletes to receive payment for their name recognition, images used and athletic reputation
- Eliminates the compensation cap on scholarships provided to athletes
- Allows athletes to sign with a licensed agent
- Does not require schools to pay athletes

SUPPORT

National College Players Association
Andy Schwarz, sports economist
Policy Link
Dr. Harry Edwards
CA State Senator Kevin Murray, ret.
UFCW Region 5
AFSCME California
CA Teamsters Council
Coalition of Black Trade Unionists
United Steelworkers
University of California Student Association

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