February 16, 2000 – Introduced by Senators Grobschmidt, Roessler, Welch and Rosenzweig, cosponsored by Representatives Wieckert, Kreuser, Underheim, Kreibich, Suder, Ott, Hahn, Meyerhofer, Albers, Goetsch, Sykora, Musser, Olsen, Huebsch, Kelso, Pettis, Plouff, Seratti, Miller, Vrakas, Ainsworth and Kaufert. Referred to Economic Development, Housing and Government Operations.

AN ACT *to create* 93.135 (1) (rp) and 100.179 of the statutes; **relating to:**regulation of athletic agents, granting rule–making authority and providing a penalty.

# Analysis by the Legislative Reference Bureau

This bill regulates individuals who act as athletic agents and imposes requirements on contracts between athletic agents and student athletes.

The bill prohibits an individual from acting as an athletic agent unless he or she is registered with the department of agriculture, trade and consumer protection (DATCP). "Athletic agent" is defined as an individual who: 1) enters into an agent contract with a student athlete; or 2) contacts, recruits or solicits a student athlete to enter into an agent contract. An individual who acts on behalf of such an individual for the purpose of contacting, recruiting or soliciting a student athlete to enter into an agent contract is also included under the definition of "athletic agent". An "agent contract" is defined as an agreement under which a student athlete authorizes an athletic agent to negotiate or solicit a professional sports services contract or endorsement contract for the student athlete.

Except as provided in the bill, an individual may not contact a student athlete in this state unless the individual is registered as an athletic agent. "Contact" is defined as a communication by any means between an athletic agent and student athlete to induce or attempt to induce the student athlete to enter into an agent contract, professional sports services contract or endorsement contract. An individual who is not registered as an athletic agent may contact a student athlete

only if the student athlete or a person acting on behalf of the student athlete initiates communication with the individual. In addition, no later than seven days after the contact, the individual must: 1) apply for registration as an athletic agent; and 2) notify the athletic director of the student athlete's educational institution or the student athlete's head coach about the contact.

The bill requires DATCP to register as an athletic agent an individual who submits specified information to DATCP, including information about the individual's representation of student athletes and the individual's business as an athletic agent. In addition, the individual may not have an arrest or conviction record, the circumstances of which substantially relate to acting as an athletic agent. Also, the individual must have malpractice liability insurance coverage of no less than \$100,000 per occurrence and \$100,000 for all occurrences in one year. The bill also allows DATCP to register an individual as an athletic agent if the individual is registered as an athletic agent in another jurisdiction that has registration requirements that are at least as stringent as the bill's requirements. Any individual who applies for registration must pay an application fee that is established in rules promulgated by DATCP. In addition, a registration must be renewed every two years upon payment of a renewal fee that is also established in rules and upon providing evidence that the individual has the malpractice liability insurance coverage described above.

The bill imposes certain requirements on individuals who are registered, including record–keeping requirements and a requirement to notify DATCP if a registered athletic agent is registered in good standing as an athletic agent with a professional players association. In addition, the bill requires a registered athletic agent to notify DATCP if his or her malpractice liability insurance is canceled. The bill requires DATCP to suspend a registration until such an individual notifies DATCP that he or she once again has the required malpractice liability insurance coverage. Also, the bill prohibits certain conduct by registered athletic agents, including engaging in certain conduct in order to induce a student athlete to enter into an agent contract, such as intentionally providing false or misleading information to the student athlete or providing the student athlete with anything of value. In addition, the bill prohibits a registered athletic agent from contacting a student athlete unless the athletic agent is registered as an athletic agent by a professional players association for the sport for which the athletic agent intends to negotiate a professional sport services contract for the student athlete.

The bill also imposes certain requirements on agent contracts. Under the bill, an agent contract must have specified terms and conditions, including a notice that if a student athlete enters into the contract, he or she will lose his or her eligibility to participate in his or her sport. An agent contract that does not satisfy the bill's requirements is voidable by a student athlete. In addition, a student athlete has the nonwaivable right to cancel an agent contract within seven days after entering into the contract. Also, before entering into an agent contract with a student athlete, an athletic agent must provide the student athlete with a copy of the athletic agent's registration application.

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The bill allows DATCP to take disciplinary action against an individual who violates the bill's requirements or who engages in certain prohibited conduct. Disciplinary action may include suspending or revoking the individual's registration as an athletic agent. In addition, a person who violates the bill's requirements may be fined no more than \$25,000 or imprisoned for no more than one year or both. Under certain circumstances, a student athlete or educational institution who is injured by an individual's violation of the bill's requirements may recover damages from the individual. Finally, the bill allows DATCP to require certain persons to provide DATCP with information that is relevant to DATCP's enforcement of the bill's requirements. In enforcing the bill's requirements, DATCP may issue subpoenas, administer oaths and conduct hearings.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

# The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

Section 1.	93.135	(1)	(rp)	of the	statutes	is	created	to	read
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- 93.135 **(1)** (rp) A registration under s. 100.179.
- **Section 2.** 100.179 of the statutes is created to read:

# 4 **100.179 Athletic agents. (1)** DEFINITIONS. In this section:

- (a) "Agent contract" means an agreement under which a student athlete authorizes an athletic agent to negotiate or solicit on behalf of the student athlete a professional sports services contract or endorsement contract.
- (b) "Athletic agent" means an individual who enters into an agent contract with a student athlete, who contacts, recruits or solicits a student athlete to enter into an agent contract, professional sports services contract or endorsement contract, or who acts on behalf of such an individual for the purpose of contacting, recruiting or soliciting a student athlete to enter into such a contract.
- (c) "Athletic director" means the individual responsible for coordinating and administering the overall athletic program for an educational institution.

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- (d) "Compensation" means direct or indirect payment of anything of value, including the expectation of such payment whether or not actually received.
- (e) "Contact" means a communication by any means between an athletic agent and student athlete to induce or attempt to induce the student athlete to enter into an agent contract, professional sports services contract or endorsement contract.
- (f) "Educational institution" means a public or private junior or senior high school or postsecondary school that a student athlete attends, has last attended or to which the student athlete has expressed written intention to attend.
- (g) "Endorsement contract" means any contract or agreement pursuant to which an individual is employed or receives compensation for any value or utility that the individual may have due to publicity, reputation, fame or following because of athletic ability or performance.
- (h) "Jurisdiction" means a state or territory of the United States or another country.
- (i) "Professional sports services contract" means an agreement pursuant to which a student athlete is employed or agrees to render services as a player on a professional sports team or organization or as a professional athlete.
- (im) "Reciprocal registration" means a license, registration or certificate issued by another jurisdiction that allows an individual to act as an athletic agent in that jurisdiction.
- (is) "Reciprocal registration renewal" means the renewal of a reciprocal registration by another jurisdiction.
  - (j) "Registrant" means an individual who is registered under this section.

(k) "Student athlete" means an individual who engages in, is eligible to engage
in or may be eligible in the future to engage in any intercollegiate sporting event,
contest, exhibition or program.
(2) REGISTRATION REQUIRED. (a) Except as provided in par. (b), no individual
may act as an athletic agent, or contact a student athlete in this state, unless the
individual is registered under sub. (3).
(b) An individual who is not registered under sub. (3) may contact a student
athlete in this state if each of the following is satisfied:
1. The student athlete or a person acting on behalf of the student athlete has
initiated communication with the individual.
2. No later than 7 days after the contact, the individual submits an application
to the department for registration under sub. (3) and notifies the athletic director of
the educational institution or the student athlete's head coach about the contact.
(3) REGISTRATION OF ATHLETIC AGENTS. (a) Except as provided in sub. (10) (b),
the department shall register an individual as an athletic agent if the individual does
each of the following:
1. Submits an application to the department on a form provided by the
department.
2. Pays the initial registration fee established in rules promulgated under par.
(e).
3. Submits evidence satisfactory to the department that he or she has in effect
the malpractice liability insurance coverage specified in sub. (4) (a).
4. Subject to ss. 111.321, 111.322 and 111.335, submits evidence satisfactory to

the department that he or she does not have an arrest or conviction record.

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- (b) An application under par. (a) shall require the applicant to provide each of the following:
- 1. The name of the applicant and the address of his or her principal place of business.
  - 2. The name of the applicant's firm or employer.
- 3. The business or occupation in which the applicant has been engaged during the 5-year period immediately preceding the date of the application.
  - 4. A description of the applicant's formal training, practical experience and educational background that relates to the applicant's activities as an athletic agent.
    - 5. The names and addresses of 3 professional references.
  - 6. The names and addresses of each individual represented by the applicant as an athletic agent during the 5–year period immediately preceding the date of the application.
  - 7. The names and addresses of each person that has a financial interest in the operation of the applicant's business as an athletic agent, including partners, associates or profit—sharers, but not including salaried employes.
    - 8. A description of each crime for which the applicant has been convicted.
  - 9. A description of any administrative or judicial determination that the applicant has made a false, misleading, deceptive, untrue or fraudulent representation as an athletic agent or in any document related to the business of an athletic agent.
  - 10. A description of any sanction, suspension or declaration of ineligibility to participate in an interscholastic or intercollegiate athletic event that has been imposed on an educational institution or student athlete in any proceeding arising from or related to the acts or omissions of the applicant.

- 11. A description of any proceeding involving allegations of misconduct or professional disciplinary charges against the applicant related to his or her acts or omissions as an athletic agent and a description of the outcome of each such proceeding.
  - 12. The evidence specified in sub. (8) (a).
  - 13. Any other information required by the department.
- (c) Upon application on a form provided by the department and payment of the initial registration fee established in rules promulgated under par. (e), the department may register an individual as an athletic agent if the individual has been issued a reciprocal registration by another jurisdiction that has licensure, registration or certification requirements that the department determines are at least as stringent as the registration requirements of this section.
- (d) A registration granted under par. (a) or (c) expires on January 1 of each odd–numbered year, unless the registration is renewed under this paragraph. The department may not renew a registration unless the applicant for renewal submits an application to the department on a form provided by the department and includes with the application each of the following:
  - 1. The registration renewal fee established in rules promulgated under par. (e).
- 2. Evidence satisfactory to the department that the applicant has in effect the malpractice liability insurance coverage specified in sub. (4) (a).
- (dm) Notwithstanding the requirement under par. (c) or (d) to submit an application on a form provided the department, an applicant under par. (c) or (d) who has been issued a reciprocal registration or a reciprocal registration renewal may submit to the department a copy of the application for reciprocal registration or reciprocal registration renewal. The department shall accept the appropriate copy

- submitted under this paragraph in lieu of an initial or renewal application form that is provided by the department if each of the following apply:
  - 1. The applicant certifies that the information on the copy is current.
- 2. The department determines that the information required by the other jurisdiction is substantially equivalent to the information required in the initial or renewal application form provided by the department.
- (e) The department shall promulgate rules establishing the amount of an initial registration fee required to be paid under pars. (a) 2. and (c) and the amount of a registration renewal fee required to be paid under par. (d). The amount of the fees shall reflect the approximate administrative and enforcement costs of the department that are attributable to the registration of athletic agents under this section. The rules shall require an applicant who has been issued a reciprocal registration or reciprocal registration renewal to pay an initial registration fee or registration renewal fee that is lower than the initial registration fee or registration renewal fee required for an applicant who has not been issued a reciprocal registration or reciprocal registration renewal if the department determines that administrative and enforcement costs that are attributable to applicants who have been issued a reciprocal registration or reciprocal registration renewal are lower than the administrative enforcement costs that are attributable to applicants who have not been issued a reciprocal registration or reciprocal registration renewal.
- **(4)** MALPRACTICE LIABILITY INSURANCE. (a) Each individual registered as an athletic agent under this section shall have in effect malpractice liability insurance coverage in an amount that is not less than \$100,000 per occurrence and \$100,000 for all occurrences in one year.

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received from the student athlete.

reimburse the athletic agent.

(b) No later than 30 days after a registrant receives from an insurer notice of cancellation of the malpractice liability insurance coverage specified in par. (a), the the registrant shall do one of the following: 1. Provide the department with evidence that he or she has in effect the malpractice liability insurance coverage specified in par. (a). 2. Notify the department that he or she does not have in effect the malpractice liability insurance coverage specified in par. (a). (c) The department shall suspend the registration of an individual who makes a notification under par. (b) 2. and shall reinstate the registration upon receiving notice that the individual has in effect the malpractice liability insurance coverage specified in par. (a). (5) AGENT CONTRACTS. (a) An agent contract shall be in writing, signed by the student athlete and, if the student athlete is under the age of 18 years, signed by the student athlete's parent or guardian. (b) An agent contract shall include each of the following: 1. A recitation of the compensation that the athletic agent will receive from the student athlete. 2. A description of any compensation that the athletic agent will receive from a source other than the student athlete for providing services under the agent contract. 3. The name of any person who will share or benefit from the compensation

4. A description of any expenses for which the student athlete agrees to

- 5. A description of the professional services to be provided to the student athlete.
  - 6. The duration of the contract.
  - 7. The following statement, in boldface type and capital letters, in close proximity to the signature of the student athlete: WARNING TO STUDENT ATHLETE: IF YOU SIGN THIS CONTRACT YOU WILL LOSE YOUR ELIGIBILITY TO PARTICIPATE IN YOUR SPORT. TALK TO YOUR HEAD COACH BEFORE YOU SIGN THIS CONTRACT. YOU AND YOUR ATHLETIC AGENT BOTH ARE REQUIRED TO NOTIFY YOUR ATHLETIC DIRECTOR OR HEAD COACH IF YOU SIGN THIS CONTRACT SUCH A NOTIFICATION MUST BE MADE EITHER WITHIN 72 HOURS AFTER YOU BOTH SIGN THIS CONTRACT OR BEFORE YOUR PARTICIPATION IN YOUR NEXT ATHLETIC EVENT, WHICHEVER OCCURS FIRST. IF YOU SIGN THIS CONTRACT, YOU MAY CANCEL THE CONTRACT WITHIN 7 DAYS OF SIGNING IT. CANCELLATION OF THIS CONTRACT MAY NOT REINSTATE YOUR ELIGIBILITY.
  - (c) An agent contract that does not satisfy the requirements of this subsection is voidable by the student athlete.
  - (d) A student athlete may cancel an agent contract by providing written notice to the athletic agent of the cancellation within 7 days after the date on which the agent contract is signed by the student athlete. A student athlete may not waive the right to cancel an agent contract that is provided under this paragraph.
  - (e) If a student athlete cancels an agent contract under par. (d), the student athlete is not obligated to pay any compensation to the athletic agent. A student

athlete who cancels an agent contract under par. (d) shall return to the athletic agent anything of value that was provided by the athletic agent to the student athlete.

- **(6)** Notice to educational institution. (a) In this subsection, "educational institution" means an educational institution at which a student athlete is enrolled or an educational institution that an athletic agent has reasonable grounds to believe that a student athlete intends to enroll in the future.
- (b) Within 72 hours after entering into an agent contract or before the student athlete's participation in the next athletic event, whichever occurs first, the athletic agent shall notify the student athlete's head coach or athletic director of the student athlete's educational institution.
- (c) Within 72 hours after entering into an agent contract or before the student athlete's participation in the next athletic event, whichever occurs first, the student athlete shall provide written notice to the student athlete's head coach or athletic director of the student athlete's educational institution that the student athlete has entered into an agent contract.
- (d) The department may promulgate rules establishing requirements and procedures for the notice required under this subsection.
- (7) PROHIBITIONS. (a) An athletic agent may not do any of the following in order to induce a student athlete to enter into an agent contract:
- 1. Intentionally provide any false or misleading information or intentionally make any false promise or representation.
- 2. Provide anything of value or benefit to a student athlete, other than services under the agent contract.
- 3. Provide anything of value or benefit to any individual other than the student athlete.

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- (b) An athletic agent may not do any of the following:
- 2 1. Postdate an agent contract, professional sports services contract or endorsement contract.
  - 2. Make or cause to be made any false, fraudulent or misleading statement, representation, notice or advertisement relating to the business of the athletic agent.
  - 3. Do business as an athletic agent without complying with the requirements of this section.
  - 4. Except as provided in sub. (2) (b), contact a student athlete before being registered under this section.
  - 5. Contact a student athlete before notifying the student athlete's head coach or the athletic director of the student athlete's educational institution, as defined in sub. (6) (a).
  - 6. Enter into an agent contract, professional sports services contract or endorsement contract with a student athlete unless the athletic agent has provided the student athlete with a copy of the contract and the application submitted to the department under sub. (3) (a) 1.
  - (8) Professional players association registration. (a) An individual who applies for registration under this section as an athletic agent and who is registered as an athletic agent with a professional players association for a sport for which the individual represents or intends to represent a student athlete shall provide on the application for registration under this section evidence satisfactory to the department that the registration with the professional players association is in good standing.

(b) An athletic agent shall notify the department if he or she is registered in
good standing as an athletic agent by a professional players association in addition
to the professional players association that is identified under par. (a).
(c) An athletic agent may not contact a student athlete unless the athletic agent
is registered as an athletic agent by a professional players association for the sport
for which the athletic agent intends to negotiate a professional sport services
contract for the student athlete.
(9) RECORD KEEPING REQUIREMENTS. (a) An athletic agent shall maintain each
of the following records for a period of 5 years:
1. The name and address of each student athlete represented by the athletic
agent.
2. The amount of any compensation received from each student athlete
represented by the athletic agent.
3. Any agent contract entered into between the athletic agent and a student
athlete.
4. A record of any expenses paid or anything of value provided by the athletic
agent in the recruitment or attempted recruitment of a student athlete.
(b) An athletic agent shall permit the department to inspect the records
specified in par. (a) during normal business hours.
(10) DISCIPLINARY PROCEEDINGS AND ACTIONS. (a) The department may conduct
investigations and hearings to determine whether a violation of this section or any
rule promulgated under this section has occurred.

(b) The department may reprimand a registrant, or may deny, limit, suspend

or revoke a registration, if an applicant or registrant has done any of the following:

- 1. Made a material misstatement in an application for a registration or for renewal of a registration.
- 2. Knowingly made a false, misleading, deceptive, untrue or fraudulent representation as an athletic agent.
- 3. Engaged in acts that would render the applicant or registrant unfit to serve in a fiduciary capacity.
- 4. Been the subject of a proceeding or investigation by a professional player's association that has resulted in the professional players association imposing a disciplinary sanction against the applicant or registrant.
- 5. Had a reciprocal registration suspended, revoked or denied in another jurisdiction.
- 6. Subject to ss. 111.321, 111.322 and 111.335, been convicted of an offense the circumstances of which substantially relate to the business of an athletic agent.
- 7. Engaged in any conduct that renders a student athlete or educational institution ineligible to participate in a sport under the rules of a national association or amateur organization that governs the sport.
  - 8. Violated this section or any rule promulgated under this section.
- (c) In determining whether to reprimand a registrant or deny, limit, suspend or revoke a registration under par. (b), the department shall consider whether the registrant or applicant has provided clear and convincing evidence that the registrant or applicant is fit to serve as an athletic agent notwithstanding the action specified in par. (b) that the registrant or applicant has committed. The department shall also consider each of the following:
- 1. The timing and nature of the action that the registrant or applicant committed and the context in which it occurred.

promulgated under this section.

2. Any activities of the registrant or applicant subsequent to the action that the
registrant or applicant committed that demonstrate that the registrant or applicant
is not likely to commit the action again.
(11) PENALTY; CIVIL REMEDY. (a) A person who violates this section or any rule
promulgated under this section may be fined not more than \$25,000 or imprisoned
for not more than one year or both.
(b) A student athlete injured by a violation of this section or any rule
promulgated under this section may bring a civil action to recover damages together
with costs, disbursements and, notwithstanding s. 814.04 (1), reasonable attorney
fees.
(c) An educational institution may recover damages together with costs
disbursements and, notwithstanding s. 814.04 (1), reasonable attorney fees from an
athletic agent if any of the following occurs because of the activities of the athletic
agent:
1. The educational institution is penalized, disqualified or suspended from
participation in athletics by a national association for the promotion and regulation
of athletics, by an athletic conference or by self-imposed disciplinary action to
mitigate sanctions.
2. A student athlete who attends or has expressed a written intention to attend
the educational institution is declared ineligible to participate in athletics at the
educational institution.
3. The educational institution is injured by a violation of this section or any rule

(12) Investigations and enforcement. (a) Whenever the department has

reason to believe that a person is in possession, custody or control of any information

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- or documentary material relevant to the enforcement of this section it may require that person to submit a statement or report, under oath or otherwise, as to the facts and circumstances concerning any activity that may be relevant to the enforcement of this section; examine under oath that person with respect to the activity; and execute in writing and cause to be served upon such person a civil investigative demand requiring the person to produce any relevant documentary material for inspection and copying.
- (b) The department, in exercising powers under this subsection, may issue subpoenas, administer oaths and conduct hearings to aid in any investigation.
- (c) Service of any notice by the department requiring a person to file a statement or report, or service of a subpoena upon a person, or service of a civil investigative demand shall be made in compliance with the rules of civil procedure of this state.
- (d) If a person fails to file any statement or report, or fails to comply with any civil investigative demand, or fails to obey any subpoena issued by the department, such person may be coerced as provided in s. 885.12, except that no person shall be required to furnish any testimony or evidence under this subsection that might tend to incriminate the person.
- (13) Registry of athletic agents. The department shall establish and update on at least a bimonthly basis a registry of persons who are registered as athletic agents under this section. The department shall make the registry available for public inspection and copying and in any other manner that, as determined by the department, facilitates public access to the registry.

## **SECTION 3. Nonstatutory provisions.**

(1) In this section, "department" means the department of agriculture, trade
and consumer protection.
(2) The department shall submit in proposed form the rules required under
section 100.179 (3) (e) of the statutes, as created by this act, to the legislative council
staff under section 227.15 (1) of the statutes no later than the first day of the 6th
month beginning after the effective date of this subsection.
(3) Using the procedure under section 227.24 of the statutes, the department
may promulgate rules required under section 100.179 (3) (e) of the statutes, as
created by this act, for the period before the effective date of the rules submitted
under subsection (2), but not to exceed the period authorized under section 227.24
(1) (c) and (2) of the statutes. Notwithstanding section 227.24 (1) (a), (2) (b) and (3)
of the statutes, the d to provide evidence that promulgating a rule under this
subsection as an emergency rule is necessary for the preservation of the public peace,
health, safety or welfare and is not required to provide a finding of emergency for a
rule promulgated under this subsection.
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**SECTION 4. Effective dates.** This act takes effect on the first day of the 3rd month beginning after publication, except as follows:

(1) Section 3 of this act takes effect on the day after publication.

19 (END)