



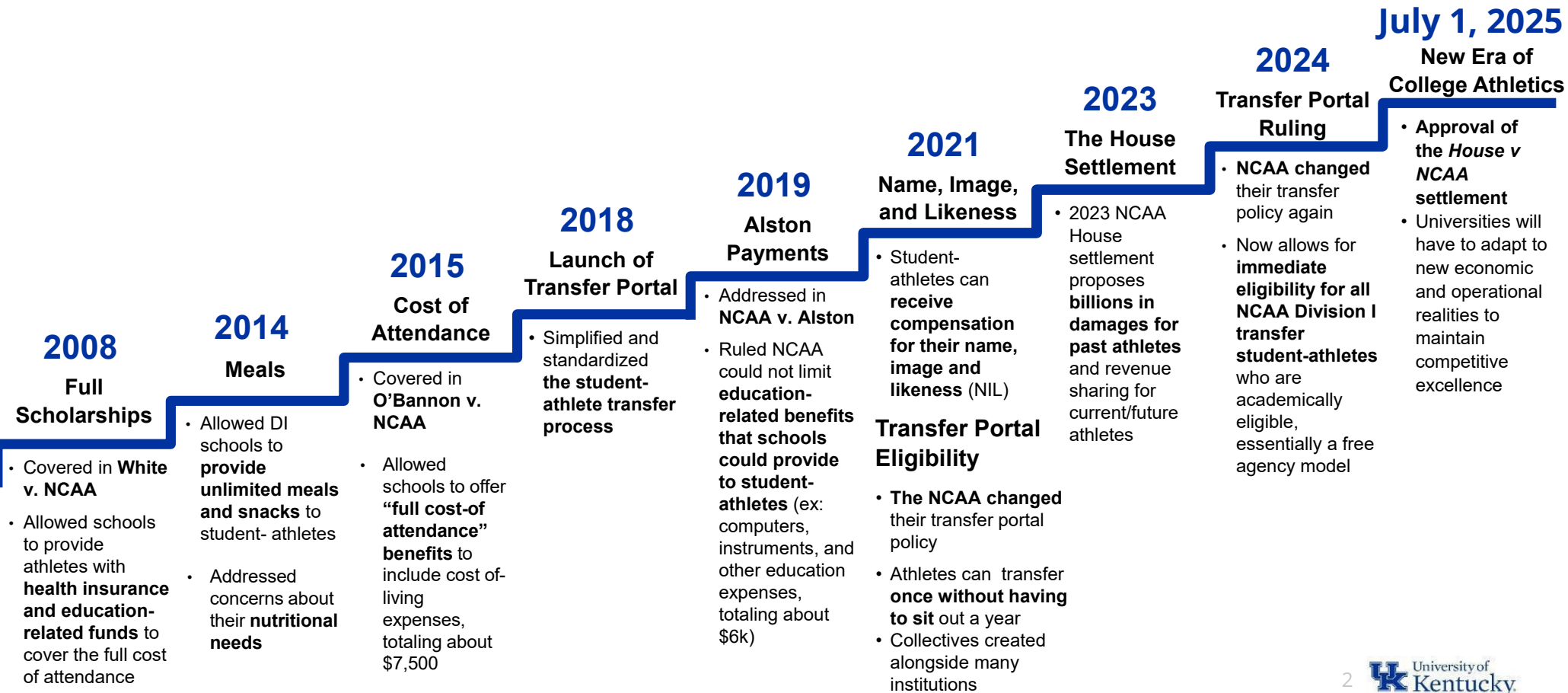
# Intercollegiate Athletics: Trustee Oversight in a Changing Landscape

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September 2026



# How College Athletics Landscape has Evolved



## Terms of the House Settlement

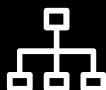
The House settlement fundamentally transforms college athletics by introducing direct student-athlete compensation, escalating financial pressures, and prompting schools to reevaluate their competitive strategies, divisional alignment, and compliance practices—ushering in a new era where institutional decisions will be driven as much by legal and financial realities as by athletic ambition.

### Back-Pay



Division I student-athletes from 2016–2024 who didn't receive NIL pay are **eligible for retroactive payments** over the next ten years.

### Revenue Sharing



Starting in 2025–26, schools that are party to the settlement (P5, Notre Dame) and those that have opted in, can pay student-athletes directly, **up to ~\$20.5M per school**. The 'cap' will increase 4% each year and then will be re-evaluated every three years for the duration of the 10-year settlement.

### Roster Limits



No more scholarship limits per team, but new **sport-specific roster limits will apply**. All scholarships have now become **equivalency** scholarships, eliminated "head count" scholarships.

### Monitoring of NIL Deals



As of a recent update, NIL deals **worth between \$600-\$15,000 must be reported to NIL GO ONLY IF the student-athlete has earned \$50,000+ in the current year. The College Sports Commission will review** for valid business purpose and range of compensation.

## House Settlement | Categories of Revenue

Payments to student-athletes can only be drawn from eight (8) specific categories of revenue brought in by the institution.

| What types of revenue can be shared with student-athletes?         |                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Ticket Sales</b>                                                | Revenue received for sales of admissions to athletic events, including public and faculty sales, student sales, shipping & handling fees, and registration fees. This may NOT include sales to non-athletics events (e.g., concerts in athletics facilities), and it may NOT include philanthropic gifts connected to ticket sales, such as those attached to premium seating. |
| <b>Guarantees</b>                                                  | Revenue received from participation in away games, including payments received due to game cancellations.                                                                                                                                                                                                                                                                      |
| <b>Media Rights</b>                                                | Revenue received for radio, television, internet, digital, and e-commerce rights, including the portion of conference distributions related to media rights, if applicable.                                                                                                                                                                                                    |
| <b>NCAA Distributions</b>                                          | Revenues received from the NCAA which could include revenue distributions, grants, NCAA championships travel reimbursements and payments received from the NCAA for hosting a championship. Some NCAA distributions may be paid through the conference office.                                                                                                                 |
| <b>Conference Distributions (Non-Media and Non-Football Bowl)</b>  | Revenues received by conference distribution, excluding portions of distributions relating to media rights (covered above) or NCAA distributions (covered above).<br><i>Note: Distributions for reimbursement of post-season bowl expenses may NOT be included.</i>                                                                                                            |
| <b>Conference Distributions of Football Bowl-Generated Revenue</b> | Conference distributions of revenue generated by a post-season football bowl to conference members.<br><i>Note: Distributions for reimbursement of post-season bowl expenses may NOT be included.</i>                                                                                                                                                                          |
| <b>Royalties, Licensing, Advertisement and Sponsorships</b>        | Revenues from sponsorships, licensing agreements, advertisement, royalties, in-kind products and services as part of a sponsorship agreement.                                                                                                                                                                                                                                  |
| <b>Athletics Restricted Endowment and Investments Income</b>       | Restricted investment and endowment income used for the operations of intercollegiate athletics.<br><i>Note: Institutional allocations of income from unrestricted endowments qualify as "Direct Institutional Support" and may NOT be included.</i>                                                                                                                           |

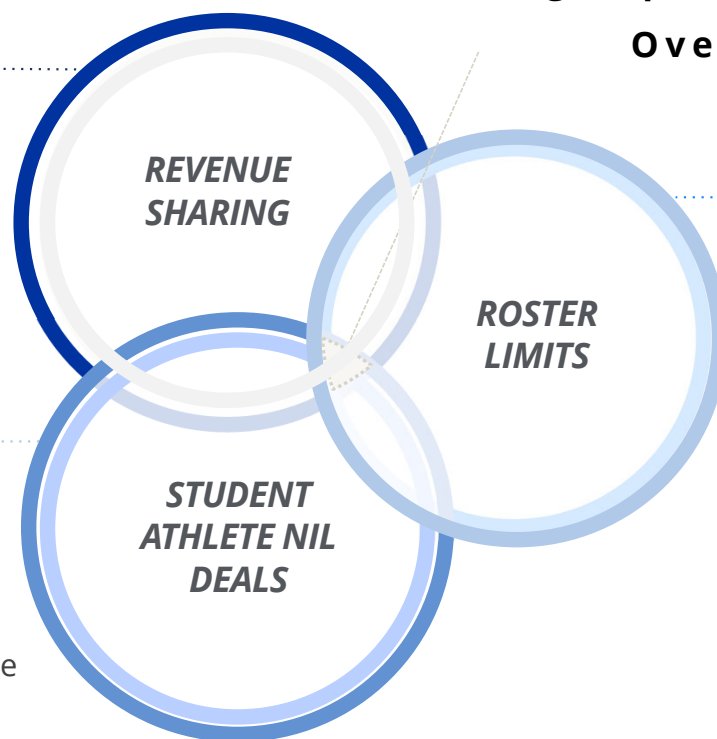
## College Sports Commission

The College Sports Commission helps oversee the evolving college athletics landscape by providing a centralized mechanism for monitoring rules, reviewing athlete compensation arrangements, and supporting NIL and compliance oversight.

### College Sports Commission Oversight

Each year, schools can distribute up to 22% of the average revenue among schools in the ACC, Big Ten, Big 12, Pac-12 and SEC from media rights, ticket sales and sponsorships – known as the revenue sharing cap.

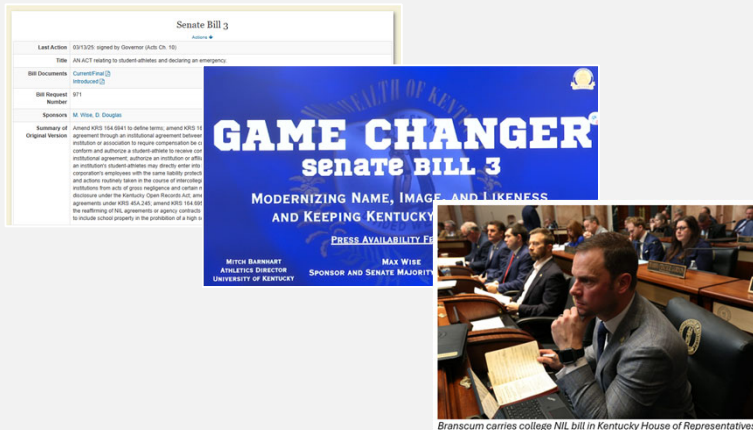
All NCAA Division I student-athletes are required to report any Name-Image-Likeness (NIL) deals with total value between \$600-\$15,000 if the student-athlete has earned \$50,000+ in NIL that year. All deals exceeding \$50,000 must be reported. Deals must be cleared to confirm compliance with the rules and protect the student-athlete's eligibility.



NCAA scholarship limits have been removed, and roster limits have been established for each sport. Schools have the option to offer partial or full scholarships to every student-athlete on a team's roster, as long as the total number of student-athletes stays within the sport's specific roster limit.

# Kentucky Senate Bill 3 Summary and Insights

## Modernizing Name, Image, and Likeness and Keeping Kentucky Competitive



**“It equips our universities with the tools to adapt to the shifting NIL landscape while protecting student-athletes and expanding their opportunities”**

**- Sponsoring Senator, Leader Max Wise**

## Key Insights



## Student Athlete Compensation

Universities can provide direct compensation to student-athletes via revenue sharing agreements



## Sublicensing Opportunities

Universities can sublicense NIL rights to third parties thus expanding potential earning avenues for athletes



## Fair Market Standards

Bill mandates that NIL compensation align with market rates to ensure fairness across institutions



## Legal Protections

Provides liability protections for universities involved in NIL agreements and exempts contracts from disclosures



## Immediate Implementation

Bill includes emergency clause to allow universities to take immediate effect upon passage

CHAMPIONS BLUE

# Proposed Federal Legislation

## SCORE Act vs Protect College Sports Act



### SCORE Act (House, H.R. 4312)

Student Compensation and Opportunity through Rights and Endorsements Act

#### Chamber & Sponsors

House of Representatives; bipartisan — House Energy and Commerce Subcommittee on Commerce, Manufacturing & Trade Chair Gus Bilirakis (R-FL-12) and Rep. Janelle Bynum (D-OR-5)

#### Approach

Replaces patchwork of state NIL laws with a national standard; explicitly classifies student-athletes as **non-employees**

#### NIL Framework

Uniform federal NIL standard replacing state-law patchwork; codifies House settlement revenue-sharing framework

#### Media Rights

Preserves existing conference and school media rights contracts; **no government role** in broadcast negotiations

#### Student-Athlete Benefits

Scholarship protections, degree completion, mental health, post-participation healthcare; agent fee cap of 5%

#### Sport Sponsorship

Codifies minimum of 16 varsity sports for FBS institutions to protect non-revenue and Olympic sports

#### Status

Reported out of House Energy & Commerce Committee, 30-23 — July 23, 2025



### Protecting College Sports Act / PCSA (Senate, S. 4668)

Protect College Sports Act

#### Chamber & Sponsors

Senate; bipartisan — Senate Commerce Committee Chair Ted Cruz (R-TX) and Ranking Member Maria Cantwell (D-WA)

#### Approach

Narrower preemption provisions of state NIL laws, conference realignment, media rights pooling, transfer rules, agent regulation, recruitment and tampering rules

#### NIL Framework

National NIL framework for state laws that both conflict with and prevent compliance with federal law

#### Media Rights

**Broadcasting framework** with provisions governing media rights negotiation; "voluntary pooling of media rights"

#### Student-Athlete Benefits

Medical trust fund; Mandated preservation of women's and Olympic sports scholarships and roster spots

#### Anti-Super League

Anti-super league provision applies to all Power Four conferences; prevents further conference mergers

#### Status

Reported from Senate Commerce Committee, 19-9 — June 18, 2026