



**State of Arkansas  
Department of Finance and Administration  
Fiscal Impact Statement**

**Bill: HB1917**

**Bill Subtitle: TO AMEND THE ARKANSAS STUDENT-ATHLETE PUBLICITY RIGHTS ACT; AND TO AMEND THE LAW RELATED TO ATHLETIC PROGRAM FUNDING.**

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**Sponsors:**

**Rep. M. Shepherd and Evans**

**Sen. Hester**

**Basic Change:**

HB1917 amends the Arkansas Student-Athlete Publicity Rights Act, § 4-75-1301 et seq., which allows a student-athlete to enter into certain agreements to receive compensation for the commercial use of the student-athlete's publicity rights.

HB1917 expands the Act to allow an institution of higher education, its supporting foundations, or its authorized entities to compensate a student-athlete for the commercial use of the student-athlete's publicity rights. HB1917 repeals the current provision that allows a charitable organization that qualifies as exempt under 26 U.S.C. § 501(c)(3) to compensate a student-athlete for commercial use of the student-athlete's publicity rights.

HB1917 also creates an income tax exemption by providing that income received by a student-athlete from an institution of higher education as compensation for the use of his or her name, image, or likeness or as a percentage of institutional athletic revenue permitted by the institution of higher education's governing athletic association or conference, is exempt from state income tax. This exemption is effective for tax years beginning on or after January 1, 2025.

HB1917 also clarifies that a student-athlete's receipt of compensation under the Act related to participation in intercollegiate athletics does not render the student-athlete as an employee of an institution of higher education, a conference, or an association.

**Fiscal Impact:**

**FY2026 - \$500,000 General Revenue Reduction**

[ The fiscal impact was calculated using estimates for Division I schools by the NCAA. ]

**Taxpayer Impact:**

Student-athletes receiving compensation from institutions of higher education for the use of their name, image, or likeness or as a share of athletic revenue may exclude that income from their Arkansas taxable income for the 2025 and following tax years.

**Resources Required:**

Computer programs, tax forms, and instructions will need to be updated. Arkansas Integrated Revenue System (AIRS) programming cost is estimated to be \$4,000 for implementing the exemption.



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**Time Required:**

Adequate time is provided for implementation.

**Procedural Changes:**

Department employees will need to be educated as well as the tax community.

**Other Comments:**

None.

**Legal Analysis:**

None.