

ATHLETE AGENTS IN LOUISIANA



A GUIDE FOR PARENTS AND ATHLETES

Before you sign or accept anything from an agent, ask for the agent's Louisiana registration and confirm it online at AGLizMurrill.com/Page/AthleteAgents

WHO IS AN "ATHLETE AGENT"?

Under La.R.S. 4:420-435, an athlete agent is any individual, registered or not, who does either of these for pay (or hoping to be paid) with a Louisiana student athlete in junior high, high school, or college:

- **Pro path:** signs the athlete to an agent contract (professional representation agreement), recruits or solicits the athlete (including by influencing a parent or guardian), offers something of value to steer them to an agent, or tries to get them a job with a professional team.
- **NIL path:** represents or advises the athlete on endorsement contracts or name, image, and likeness (NIL) activities.

Not agents: someone working only for a pro team, or a licensed professional (such as a lawyer or CPA) doing normal work for the athlete, unless they also recruit the athlete, pursue pro jobs, or charge student athletes on a different basis than other clients.

WHAT KIND OF REPRESENTATION ARE YOU SEEKING?

PROFESSIONAL REPRESENTATION	NIL & ENDORSEMENT REPRESENTATION
What it is Professional: An agent seeks or negotiates a job with a professional team or league.	NIL: An agent represents or advises on sponsorships and other name, image, and likeness deals, including revenue share deals.
Registration Professional: State registration plus certification by the pro league's players association.	NIL: State registration required. Players-association certification is not, but must be disclosed if held.
School notice Professional: Agent notifies the athletic director / head coach: 7 days before contact, and within 72 hours of signing.	NIL: Agent must make sure the athlete discloses the deal to the school (R.S. 17:3701 et seq.), and signs an endorsement representation disclosure in writing with the agent.
Paperwork Professional: Written "agent contract." If required notices or disclosures are skipped, the contract is void.	NIL: Signed disclosure of fees, expenses, services, and term. Without one, the agent forfeits any fee.

WHAT IS AN AGENT RESPONSIBLE FOR?

Duties to the athlete:

- Warn of any risk to the athlete's eligibility.
- Explain the consequences of any agent or NIL contract.
- Deal with the athlete directly, not through go-betweens.
- Give nothing of value before a contract is signed.
- Never cause the athlete to break athletic-association rules.
- Execute an endorsement representation disclosure for NIL representation
- No backdated contracts or unreasonable fees; follow federal law (SPARTA).

Duties to the school:

- Written notice to the athletic director and head coach 7 days before first contact (for professional representation).
- Written notice within 72 hours of signing a professional representation contract ("agent contract"), before the athlete competes again.
- For NIL deals, make sure the deal is disclosed to the school.
- Never cause the school to break association rules, or take on a deal that would cost eligibility.
- Never pay or reward school employees for steering an athlete.

HOW TO FILE A COMPLAINT

The Louisiana Department of Justice (Public Protection Division) enforces SB 389, and violations count as unfair trade practices. File with the Attorney General's Consumer Protection Section:

- **Online:** AGLizMurrill.com/Page/AthleteAgents
- **Email:** AthleteAgents@ag.louisiana.gov
- Include the contract, texts, emails, and anything of value offered, or promises made.
- Be truthful: knowingly filing a false sworn complain is itself a crime.

IF THE AGENT IS NOT REGISTERED

- The contract is void and unenforceable, and the agent must return anything paid.
- The agent faces real penalties: a misdemeanor for not registering (up to \$1,000 and/or 6 months), a felony for breaking the duties above (up to \$10,000 and 5 years), and administrative fines up to \$100,000.
- Your family can sue for damages, court costs, and attorney fees; the agent forfeits any pay.
- Risk to the athlete: if eligibility is lost or the school is sanctioned, the school can sue the athlete and the agent.

QUESTIONS? NEED RESOURCES?

Email: AthleteAgents@ag.louisiana.gov

Scan to visit our NIL &
Athlete Agent site:



Sources: Enrolled SB 389, 2026 Regular Session (Act 895), amending La. R.S. 4:420-435, legis.la.gov; Louisiana Department of Justice, Public Protection Division, ag.louisiana.gov. General information for families, not legal advice; confirm current rules with the Department of Justice or an attorney.