

SUBJECT: Requiring the state seal on state university athletic uniforms

COMMITTEE: Higher Education — favorable, with amendment

VOTE: 6 ayes — Rangel, F. Brown, Goolsby, J. Jones, Morrison, E. Reyna
0 nays
3 absent — Cuellar, Farabee, Wohlgemuth

WITNESSES: None.

DIGEST: HB 33, as amended, would require all intercollegiate sports teams at Texas state colleges and universities to place the state seal on each uniform. The seal would have to be prominently displayed on the uniform, visible to spectators, and as large as any other logo on the uniform. Only the school's logo, the player's name, and number could be larger than the state seal.

The uniform seal would have to conform with the rules of the national intercollegiate athletic association of which the school was a member.

HB 33 would take effect September 1, 1999.

SUPPORTERS SAY: HB 33 would help promote the state of Texas to a national audience by displaying the state seal on athletic uniforms. With collegiate sports on television, close-up shots give advertising to those companies and schools with logos on the uniform, and the state should receive at least the same recognition. The extra attention drawn to the state would help promote state pride and identity.

HB 33 would allow essentially free or low-cost advertising for the state. Many companies donate uniforms to teams as part of their contract and for the advertising that their logo brings on television. These companies also could sew on the state seal when making the uniforms. Even if universities pay the cost directly, then \$1 or \$2 per uniform would be a good investment for the advertising return. Schools may not use general revenue funds for athletic programs, so taxpayer dollars would not be used to pay for the seals.

By requiring that any display of the state seal comply with rules of the National Collegiate Athletic Association (NCAA), HB 33 would ensure that the seal would be properly displayed. For example, NCAA regulations only allow a two-inch by two-inch square logo on uniforms. Also, the bill would allow the teams sufficient flexibility to determine how best to display the seal in manner most complementary to their uniforms.

**OPPONENTS
SAY:**

Under HB 33, compliance with both state law and NCAA regulations could place a school in a no-win situation. For example, in football, NCAA rules only allow four specific symbols on the uniform. The state seal is not one of those four items. In this situation, a state school would be unable to comply with both Texas law and NCAA regulations. HB 33 also might cause similar conflicts with university licensing and trademark agreements.

The bill would place an unfunded mandate on Texas colleges and universities, especially smaller schools. Larger schools that make television appearances have contracts with companies to provide uniforms for the advertising exposure. Smaller schools without such contracts would have to shoulder the cost of compliance.

The state of Texas already receives the recognition that HB 33 seeks to provide. Many schools have the name "Texas" within their name. If a person does not recognize that a school with the word "Texas" in its name represents Texas, then that person certainly would not recognize the state seal.

**OTHER
OPPONENTS
SAY:**

HB 33 makes no reference to specifications for the state seal. Without such specifications, every uniform could have a different version of the seal. To effectively promote the state as intended, the seal on uniforms should conform to consistent standards such as color or proportion.

NOTES:

The committee amendment would require the state seal be placed on the uniform subject to the rules of the national intercollegiate athletic association of which the school is a member.