STUDENT-ATHLETE PERSONAL BRANDING (PBA) GUIDELINES

What is Allowed under PBA?

Social Media: Sponsored posts and content creation.

Appearances: Paid public appearances, autograph signings, or camps.

Endorsements: Deals with local businesses.

Instructional Services: Paid, non-school related tutoring coaching youth sports, or personal training.

Key Restrictions & Rules

No School Affiliations: Students cannot use school logos, mascots, uniforms, or name in any promotion.

No Facility Use: School facilities (gyms, fields) cannot be used for commercial activities.

No "Pay-to-Play": Deals cannot be used to incentivize a student to attend a specific school or reward playing time.

Prohibited Industries: Partnerships with businesses involving gambling, alcohol, tobacco, cannabis, illegal substances, firearms, or sexually explicit materials are prohibited.

Reporting Requirements: All PBA agreements must be reported to the school athletic director within 48 hours of signing.

The key phrase in every permission: NOT CONNECTED TO THE SCHOOL.

Why it matters: This law gives you the freedom to build your brand and your future. But freedom comes with responsibility. Make smart moves today so you don't lose tomorrow.

Violation = Ineligibility

- No Warnings, No Second Chances

The Goal: Build your brand the right way. Stay eligible. Create opportunity. Leave a legacy.

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