

PBA

WASHINGTON HIGH SCHOOL ATHLETICS

PERSONAL BRANDING ACTIVITIES

1

YOU CAN

Build and monetize your brand via social media, personal appearances, and endorsements unrelated to your school sport.

2

YOU CAN

Offer tutoring, personal training, or youth sports coaching for reasonable compensation.

3

YOU CAN

Engage in PBA activities that do not represent WHS or involve performing athletic services for the school.

WHAT WILL COST YOU YOUR ELIGIBILITY?

No School Affiliation: Students cannot use school uniforms, facilities, or property in their branding efforts

Notification: Athletes must notify their athletic director in writing within 48 hours of signing a deal

Restrictions: Deals cannot promote products related to gambling, alcohol, tobacco, cannabis, dangerous items (guns/weapons), or sexually explicit material.

Recruitment Restrictions: NIL deals cannot be used to entice a student to transfer to another high school.

THE MAIN POINT

You can build your brand and earn money. You cannot wear the jersey, mention Washington High School, or tie it to school athletics.

Ask the athletic department first!

