



DIOCESE OF
FORT WAYNE-SOUTH BEND

DIOCESE OF FORT WAYNE-SOUTH BEND ATHLETICS



PERSONAL BRANDING ACTIVITIES (PBA)

Based on our mission to build young men and women who are strong in body, mind, and spirit, all PBA activities involving students attending a Catholic school in the Diocese of Fort Wayne-South Bend must both follow IHSAA policies and align with the teachings of the Catholic Church.



MONETIZE YOUR BRAND STUDENT ATHLETES MAY:



Build and monetize personal social media platforms



Enter into endorsement or sponsorship agreements



Participate in paid appearances or events



Conduct private lessons, camps, clinics, personal training, or youth coaching
(when not associated with IHSAA member school)



Provide services such as tutoring, mentoring, coaching, or instruction

ALL ACTIVITIES MUST:

- Be conducted independently of the school
- NOT affiliated with, sponsored by, or connected to an IHSAA member school
- NOT use school facilities, property, equipment, or platforms
- NOT interfered with team, school, or academic responsibilities
- Involve reasonable compensation for legitimate services provided



NOT YOUR SCHOOL/TEAM STUDENT ATHLETES MAY NOT:



Use school identity:

- School name, logo, or trademarks
- Team uniforms or school-issued gear
- Any representation implying school endorsement or affiliation
- Including verbal or written references to your school or team in paid content



Involve School

- Coaches, staff, or school personnel arranging or facilitating deals
- Participate in PBA organized by or benefiting their school
- Involve PBA collectives or any entity that operates on behalf of, in conjunction with, or for the benefit of the school or its athletic program
- Use school facilities or property in connection with paid activities



Improper Benefits

- Compensation tied to athletic performance
- Payment for participating on a team
- Incentives tied to attending, retaining, or transferring schools



Prohibited Categories

- Any words, actions, images, or organizations that are in conflict with the teachings of the Catholic Church
- Gambling or sports betting
- Alcohol, tobacco or nicotine products
- Cannabis or controlled substances
- Performance-enhancing or banned substances
- Firearms or weapons
- Sexually explicit or suggestive content



STUDENT ATHLETES MUST NOTIFY THEIR ATHLETIC DIRECTOR IN WRITING WITHIN 48 HOURS OF ENTERING INTO AN AGREEMENT OR RECEIVING COMPENSATION.