



Indiana High School Athletic Association

PERSONAL BRANDING ACTIVITY (PBA)

DISCLAIMER

This document provides general information for Indiana IHSAA Member Schools, students, and families, and is not legal advice. Personal Branding Activities (PBA) questions are highly fact-specific, and eligibility determinations are made on a case-by-case basis under IHSAA Bylaws and applicable rules.

The following guidance is intended to assist with general understanding only and does not address all possible facts or circumstances.

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This document does not modify, interpret, or expand any IHSAA bylaw, and in the event of any inconsistency, the IHSAA By-Laws and Rule 5-7 shall control.

This document does not create any rights, privileges, or expectations of eligibility and may be modified or withdrawn at any time.

General Overview

Q1: What is a Personal Branding Activity (PBA)?

A PBA is any activity where a student uses their name, image, or likeness for promotional, endorsement, or commercial purposes, such as social media posts, appearances, or sponsorships.

Q2: May a high school student earn compensation from PBA activities?

Students may be permitted to receive compensation for PBA activities only if the activity is not connected to their participation in a Member School's interscholastic athletic program, is not tied to athletic performance or



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competition outcomes, and does not involve impermissible school representation or prohibited athletic services and complies with all IHSAA applicable rules.

Q3: Does participating in PBA activities affect amateur status?

Students remain eligible only if their PBA activities comply with all provisions of Rule 5-7.

Q4: Do the other sections of IHSAA Rule 5 - Amateurism and Assumed Name Prohibition remain in effect with the addition of Rule 5-7?

All other components of Rule 5 remain in full effect.

Q5: Does IHSAA Rule 6 - Awards, Prizes, Gifts remain in effect with the addition of Rule 5-7?

All components of Rule 6 remain in full effect.

Allowed Activities

Q6: What types of PBA activities are allowed?

Students may be permitted to engage in the following:

- Promote products or services on personal social media platforms
- Participate in endorsements or personal appearances
- Develop and monetize their personal brand
- Provide services such as tutoring, lessons, or coaching (outside school affiliation)

Q7: May a student provide lessons, camps, or coaching?

Students may provide instruction, lessons, camps, or coaching if:

- The activity is not associated with a Member School
- No school representation is used
- The activity is not organized, sponsored by, or affiliated with a Member School or interscholastic competition
- The activity is not used for recruiting, directing, or influencing prospective students
- The activity does not constitute athletic services, performance on or in connection with a Member School, or interscholastic competition.

Q8: May a student appear at an event or demonstration?

Students may be permitted, as long as:

- The event is not connected to their school
- It is not tied to school competition or performance outcomes
- No school branding or affiliation is implied



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Prohibited Activities

Q9: What is NOT allowed under PBA rules?

Students may not:

- Use their school's name, logo, uniform, or identity in any PBA activity
- Use school facilities or property in connection with paid activities without a facility use agreement on file
- Participate in PBA activities organized by or benefiting their school
- Accept compensation that is directly or indirectly tied to athletic performance, participation in a Member School's athletic program or interscholastic competition, the use of prohibited athletic services connected to a Member School, or to influence a student to attend, transfer to, or remain at a Member School

Q10: Are there restrictions on industries or sponsors?

Students may not engage in PBA activities involving:

- Gambling or gaming
- Alcohol, tobacco, or cannabis
- Illegal or banned substances (including performance-enhancing drugs)
- Sexually explicit content
- Firearms or weapons

Q11: May booster groups or collectives compensate student-athletes?

Students are not permitted to accept benefits from:

- PBA collectives; or
- Any individual, group, or entity that provides or seeks to provide benefits to students in exchange for PBA activities, where such entity operates on behalf of, in conjunction with, or for the benefit of, a Member School or its athletic program.

Q12: May PBA opportunities be used to recruit a student to a school?

Any PBA activity, agreement, or arrangement that is used to directly or indirectly to include, induce or encourage a student to attend, transfer to, or remain at a particular Member School for athletic purposes is prohibited.

School Representation

Q13: What counts as "school representation"?

Any reference, direct or implied, to a school, including:

- School name or nickname
- Logos, uniforms, or mascots



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- Use of Facilities or locations without a facility use agreement on file
- Achievements or team identity
- School representation may include any visual, contextual, or implied association that suggests endorsement, affiliation, or connection to a school athletic program.

Q14: May a student wear their team uniform in a sponsored post?

Use of uniforms or any school-related identifiers in paid or promotional activities is prohibited.

Procedures and Responsibilities

Q15: Do students need to report PBA activities?

Students must notify their athletic director in writing within 48 hours of:

- Entering into an agreement
- Failure to timely report may result in eligibility consequences

Q16: Who is responsible for taxes and legal obligations?

The student and their parent/guardian are responsible for:

- Tax reporting
- Legal compliance
- Any eligibility implications at the NCAA, NAIA, or NJCAA level

Q17: Will Member Schools provide education on PBA rules?

Member Schools are required to provide annual education on:

- PBA rules
- Compliance expectations
- Risks and consequences

Q18: May a Member School permit a third party or other individual to provide general information or guidance regarding PBA?

At the Member School's discretion, a member school may permit a third party or other individual to provide general information regarding PBA activities. Such information must remain educational in nature and comply with IHSAA rules. The IHSAA does not review, approve, endorse, or certify any speaker, platform, agent, preservative, service provider, or agreement.



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Q19: May a student seek assistance from an agent, representative, platform, or other third-party regarding PBA activities?

IHSAA rules allow student-athletes to engage in compliant PBA under Rule 5-7. The IHSAA does not interpret or enforce non-IHSAA laws relating to agents, representatives, or third-party service providers. From an IHSAA standpoint, any involvement with an agent, representative, platform, or other third party must comply with IHSAA rules. The IHSAA does not review, approve, endorse, or certify any agent, representative, platform, service provider, or agreement. Responsibility for compliance with applicable laws and IHSAA rules remains with the student-athlete and parent/guardian.

Eligibility and Enforcement

Q20: What happens if a student violates PBA rules?

Violations may result in loss of eligibility for up to 365 days in the sport involved.

Q21: May a student regain eligibility?

Students may apply for reinstatement through established IHSAA procedures.

Q22: What happens if a school is involved in a violation?

Schools that facilitate or fail to report violations may face penalties under IHSAA enforcement rules.

ILLUSTRATIVE EXAMPLES

The following examples are illustrative only, non-exhaustive, and should not be interpreted as definitive guidance for any specific situation. Similar facts may result in different outcomes depending on the circumstances. No example herein should be relied upon as approval, guidance for a specific situation, or a substitute for an official IHSAA determination.

Allowed Activities

(Examples of Activities That May be Permissible)

- ✓ A student promotes a local business on Instagram (no school references)
- ✓ A student runs a private youth skills clinic not affiliated with their high school
- ✓ A student is paid for tutoring or non-athletic services



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Prohibited Activities

(Examples of Activities That May Result in Ineligibility)

- ✗ A student appears in an ad wearing their high school uniform
- ✗ A booster group pays an athlete to promote the school
- ✗ A business offers money to attend or transfer to a specific school
- ✗ A student uses the school gym for a paid private lesson without a facility use agreement on file

Key Takeaway

In general, Rule 5-7 is intended to distinguish between permissible Personal Branding Activities (PBA) and impermissible activities involving school affiliation, interscholastic competition, or prohibited athletic services connected to a Member School. Any PBA activity or arrangement that directly or indirectly circumvents or conflicts with the provisions of Rule 5-7 may be deemed a violation based on the specific facts and circumstances.

Questions? Contact the IHSAA at www.ihsaa.org