



PERSONAL BRANDING ACTIVITY

Rule 5-7 Compliance Guide



IMPORTANT DISCLAIMER

General information intended for IHSAA Member Schools is contained within this document.

Because Personal Branding Activities (PBA) questions depend heavily on individual circumstances, eligibility decisions are evaluated separately in accordance with IHSAA Bylaws and relevant rules.

Unless the IHSAA has directly issued a document, interpretation, form, or guidance, it should not be regarded as an official IHSAA position, endorsement, approval, or a definitive eligibility ruling.

Sole and complete authority over the interpretation and enforcement of its rules remains with the IHSAA.

Nothing in this document alters, construes, or broadens any IHSAA Bylaw. Should any inconsistency arise, the IHSAA Bylaws and Rule 5-7 shall prevail.



WHAT IS A PBA?

A Personal Branding Activity (PBA) is any activity where a student uses their name, image, or likeness for promotional, endorsement, or commercial purposes.

Compensation

Students may receive compensation only if PBA is not connected to their school's athletic program or tied to performance outcomes.

Amateur Status

Students remain eligible only if PBA activities comply with all provisions of IHSAA Rule 5.

Existing Rules

All other components of Rule 5 (Amateurism) and Rule 6 (Awards, Prizes, Gifts) remain in full effect.



ALLOWED ACTIVITIES



Social Media Promotion

Promote products or services on personal social media platforms (no school references)



Endorsements & Appearances

Participate in endorsements or personal appearances unconnected to their school



Personal Brand Development

Develop and monetize their personal brand independently



Non-School Services

Provide tutoring, lessons, or coaching outside of school affiliation



LESSONS, CAMPS & COACHING

Students may provide instruction, lessons, camps, or coaching IF all of the following conditions are met:



The activity is not associated with a Member School



No school representation is used (name, logo)



Not organized, sponsored by, or affiliated with a Member School or interscholastic competition



Not used for recruiting, directing, or influencing prospective students



Does not constitute athletic services or performance connected to a Member School

Event appearances are also permitted under similar conditions — no school connection, branding, or performance ties.



PROHIBITED ACTIVITIES



School Identity

Using school name, logo, uniform, or identity in any PBA activity



Facility Use Policy

School facilities may be used for PBA activities if a facility use agreement is on file through the standard public rental process



School-Organized PBA

PBA activities organized by or benefiting their school



Performance-Tied Pay

Compensation tied to athletic performance, participation, or school athletic program



RESTRICTIONS & RECRUITING

Restricted Industries

Students may NOT engage in PBA activities involving:

- Gambling or gaming
- Alcohol, tobacco, or cannabis
- Illegal or banned substances
- Sexually explicit content
- Firearms or weapons

Boosters & Recruiting

No PBA Collectives

Students may not accept benefits from PBA collectives or entities operating on behalf of a Member School (Booster Clubs).

No Recruiting via PBA

Any PBA activity used to induce or encourage a student to attend, transfer to, or remain at a school for athletic purposes is prohibited.

SCHOOL REPRESENTATION

What counts as school representation in PBA activities?



School Name
or Nickname



Logos,
or Mascots



Achievements or
Team Identity

Any visual, contextual, or implied association that suggests endorsement, affiliation, or connection to a school athletic program may constitute school representation.



PROCEDURES & RESPONSIBILITIES

01

Student Reporting

- Notify Member-School Administrator in writing within 48 hours
- Report upon entering an agreement OR receiving compensation
- Failure to report may result in eligibility issues

02

Tax & Legal Obligations

- Student and parent/guardian responsible for tax reporting
- Must ensure legal compliance independently
- Consider eligibility implications at NCAA, NAIA, or NJCAA level

03

School Education Requirements

- Schools must provide annual education on PBA rules
- Cover compliance expectations for student-athletes
- Address risks and consequences of violations



ELIGIBILITY & ENFORCEMENT

365

DAYS OF INELIGIBILITY

Maximum penalty for PBA rule violations
in the sport involved

Student Violations

Loss of eligibility for up to 365 days in the sport involved. Students may apply for reinstatement through established IHSAA procedures.

School Violations

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



Member School Administrators play a critical role in monitoring compliance, providing education, and reporting potential violations. Failure to act can result in institutional penalties.



EXAMPLES

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 school
- ✓ A student is paid for tutoring or non-athletic services

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, transfer, or remain at a school for athletic purposes.
- ✗ A student uses the school gym for a paid lesson without a facility use agreement on file

These examples are illustrative only. Similar facts may result in different outcomes depending on the circumstances.



Support Documents

Resource Library in MyIHSAA



PowerPoint for Education of Student-Athletes and Families



Check List to evaluate PBA agreements



FAQ Documents



PBA Registration Link

The screenshot shows the myIHSAA website's Resource Library. The top navigation bar includes links for myIHSAA Admin, Contacts, Resources (highlighted), Reports, myIHSAA Store, Officials, Events, Webinars, and Schools. Below the navigation bar, the 'Resource Library' section is displayed. On the left, there is a search bar and a sidebar menu with options: Home, Sports, **Personal Branding Activity (PBA)** (highlighted), AD Educational Suite, Board, IHSAA Foundation, Job Postings, myIHSAA Help & Tutorials, Officials Resources, and Policy Manual. At the bottom of the sidebar is a 'Manage Categories' button. The main content area shows a table titled '**PERSONAL BRANDING ACTIVITY (PBA)**' with a '+ Add Document' button. The table has two columns: 'TITLE' and 'LAST UPDATED'. One document is listed: 'IHSAA PBA FAQ' with a last updated date of '05/28/2026' and edit/delete icons.



KEY TAKEAWAY

Rule 5 (5-7) distinguishes between permissible Personal Branding Activities and impermissible activities involving school affiliation, interscholastic competition, or prohibited athletic services. Any PBA activity that directly or indirectly circumvents Rule 5 may be deemed a violation.
