



Indiana High School Athletic Association

PBA COMPLIANCE CHECKLIST

FOR ATHLETIC DIRECTORS

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.

Any document, interpretation, form, or guidance not directly issued by the IHSAA should not be interpreted as official IHSAA guidance, approval, endorsement, or a binding eligibility determination. Member Schools and students remain responsible for independently confirming compliance with all applicable IHSAA rules. **Neither this document nor Member School review constitutes approval, clearance, or a binding eligibility determination by the IHSAA. No party should rely on this document as a substitute for an official IHSAA eligibility determination.** The IHSAA retains full and sole authority to interpret and enforce its rules.

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This document does not create any rights, privileges, or expectations of eligibility and may be modified or withdrawn at any time. Completion of this checklist does not establish compliance, confer eligibility, create a duty of review, or constitute approval, clearance, or an eligibility determination by either the Member School or the IHSAA.

1. Awareness & Education (Pre-Activity)

Provide annual PBA education to all stakeholders:

- ☐ Student-athletes
- ☐ Parents /guardians
- ☐ Coaches and staff

Share the following materials:

- ☐ PBA FAQ document
- ☐ Examples of allowed vs. prohibited activities
- ☐ School-specific expectations (if applicable)

Reinforce the core principle:

"Students may monetize their personal brand, but PBA activity must not use or imply Member School affiliation, sponsorship, endorsement, or promotion unless permitted by IHSAA rules."



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2. Notification & Documentation

- ☐ Confirm student has submitted notification within 48 hours of entering an agreement
- ☐ Maintain documentation of: agreement details, date of notification, type of activity
- ☐ Create and maintain a PBA tracking log for all student activities

3. Initial Compliance Review

Upon receipt of notification, review the reported activity and consider the following areas, as appropriate based on the information provided.

A. Member School Representation Check

Does the activity include ANY of the following?

- ☐ Member School name, nickname, or logo
- ☐ Uniforms, mascots, or team identifiers
- ☐ Member School facility use may suggest school sponsorship, endorsement, affiliation, or promotion
- ☐ Member School facility use does not comply with generally applicable facility-use or leasing policies
- ☐ References to team success, achievements, or participation

→ If ANY box is checked → Stop and review

B. Athletic Service Check

Is the student being compensated for:

- ☐ Playing in a game or event tied to Member School
- ☐ Demonstrating athletic skill on behalf of the Member School

→ If ANY box is checked → Stop and review

If providing instruction, camps, or training:

- ☐ Confirm activity is NOT affiliated with the Member School
- ☐ Confirm no Member School representation is used

C. Recruiting / Inducement Check

Is the opportunity:

- ☐ Tied (directly or indirectly) to attending or transferring to a school
- ☐ Conditional upon athletic participation at a Member School

→ If ANY box is checked → Potential violation



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D. Collective / Booster Involvement

Is compensation coming from:

- ☐ A booster group
- ☐ A collective
- ☐ Any entity acting on behalf of the Member School

→ **If ANY box is checked → Potential violation**

E. Restricted Industry Check

Does the activity involve:

- ☐ Gambling or gaming
- ☐ Alcohol, tobacco, or cannabis
- ☐ Banned or illegal substances (including PEDs)
- ☐ Sexually explicit content
- ☐ Firearms or weapons

→ **If ANY box is checked → Prohibited activity**

4. Activity Review Guidance

Important: Member Schools may review PBA agreements but cannot prohibit compliant activities.

- ☐ If no apparent compliance concern is identified → document review based on information provided
- ☐ If questionable → seek clarification before activity occurs
- ☐ If unclear → elevate to IHSAA for guidance

5. Ongoing Monitoring

- ☐ Review publicly available information brought to the school's attention or identified through routine compliance monitoring
- ☐ Watch for changes to agreement terms or new compensation
- ☐ Periodically remind coaches to report observed concerns
- ☐ Follow up with students to confirm notification of any updates

6. Recordkeeping & Data Security

- ☐ Maintain secure storage of all PBA documentation
- ☐ Limit access to sensitive student PBA information
- ☐ Ensure records are accurate and current
- ☐ Protect data from unauthorized access, disclosure, or destruction



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7. Communication with Stakeholders

- ☐ Ensure coaches understand what is allowed and prohibited
- ☐ Inform parents/guardians of reporting expectations and timelines
- ☐ Students understand consequences of non-compliance
- ☐ Provide clear point of contact (AD office)
- ☐ Establish simple, accessible reporting process

8. Violation Response

If a potential violation is identified:

- ☐ Gather facts immediately
- ☐ Document the activity and timeline
- ☐ Notify appropriate Member School administration
- ☐ Follow IHSAA reporting procedures
- ☐ Advise student and parent/guardian that participation may affect eligibility (up to 365 days)

9. Reinstatement Guidance

- ☐ Inform family of reinstatement process under IHSAA procedures
- ☐ Assist with documentation if requested
- ☐ Direct student and family to Rule 5-4 for reinstatement requirements

10. School-Level Policy Alignment

- ☐ Confirm local school rules do NOT conflict with IHSAA policy
- ☐ Ensure school-specific PBA expectations are clearly communicated to all participants
- ☐ Review local rules annually for alignment with any IHSAA updates

RED FLAGS – STOP & REVIEW IMMEDIATELY

- ⚠ Member School uniform, logo, or facilities appear in a paid post or activity
- ⚠ Booster group or collective is involved in compensation
- ⚠ Payment is tied to game performance or Member School athletic outcomes
- ⚠ “Come play here” type offers or recruiting-related inducements
- ⚠ Activity involves a restricted industry (gambling, alcohol, tobacco, etc.)

*The presence of a red flag does not, by itself, establish a violation, ineligibility, or noncompliance. Red flags identify activities that may warrant additional review based on the facts and circumstances presented.