



NIL & Personal Branding Activity (PBA) – In Other Words

PBA cannot be contingent on athletic performance, awards, team participation, or outcomes...

ALLOWED	NOT ALLOWED
<ul style="list-style-type: none">• A company/business pays a student-athlete a flat fee to promote the business on social media, regardless of playing time, statistics, or team success.	<ul style="list-style-type: none">• A local business agrees to pay a student-athlete \$500 for every touchdown scored.• A company promises a bonus if the student-athlete is named All-Conference or All-State.• An PBA deal requires the student-athlete to remain on the varsity team to continue receiving the PBA income.• A sponsor pays a student-athlete if the team they are on wins a District, Regional, or state championship.

PBA cannot use school names, logos, mascots, uniforms, intellectual property, or other obvious identifiers...

ALLOWED	NOT ALLOWED
<ul style="list-style-type: none">• A student-athlete promotes a local business in street clothes at a neutral location, without referencing their school by name or image.	<ul style="list-style-type: none">• Posting a sponsored social media photo wearing a school uniform.• Filming a PBA advertisement inside the school's gym, locker room, or stadium.• Using the school's name, mascot, or logo in promotional content.• Tagging or linking the school's official website or social media accounts in an PBA post.

PBA cannot occur during school attendance or MHSAA events...

ALLOWED	NOT ALLOWED
<ul style="list-style-type: none">• The student-athlete completes an PBA photo shoot or appearance outside school hours and not in connection with any school athletic event.	<ul style="list-style-type: none">• Recording a sponsored video during the school day.• Posting sponsored content from the sideline, bench, or locker room at a game.• Participating in an PBA appearance during a practice session, team meeting, or tournament game.

PBA cannot be connected directly or indirectly to any associated entity or associated individual with a school...

ALLOWED	NOT ALLOWED
<ul style="list-style-type: none"> • A student-athlete independently signs a PBA agreement with a local business that has no formal or informal connection to the school, using a licensed agent, attorney, or financial advisor who is not otherwise associated or connected to the school. • A business owner who is an alumnus or has children who attend a school sponsors PBA deals with several student-athletes from several different schools. 	<ul style="list-style-type: none"> • A booster club or school fundraiser offering PBA payments to athletes. • A coach arranging or facilitating PBA opportunities for players. • A business owned by a school board member pays student-athletes from that school for endorsements.

PBA cannot be associated with inappropriate, unsafe, or prohibited products or industries...

ALLOWED	NOT ALLOWED
<ul style="list-style-type: none"> • Endorsing age-appropriate and lawful businesses such as sporting goods stores, restaurants, clothing brands, fitness facilities, camps, or tutoring services—subject to MHSAA review and discretion. 	<ul style="list-style-type: none"> • Promoting or endorsing: <ul style="list-style-type: none"> ○ Alcohol, tobacco, vaping products, or cannabis ○ Sports betting, gambling apps, or casinos ○ Performance-enhancing or illegal substances ○ Sexually explicit content or adult entertainment ○ Firearms, weapons, or ammunition • Partnering with a company whose products or messaging are deemed inconsistent with interscholastic athletics values.

These examples are subject to change. If you have any additional questions about the PBA regulation, please contact the MHSAA.