



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

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

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

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

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

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

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

**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"><li>• 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.</li><li>• 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.</li></ul>	<ul style="list-style-type: none"><li>• A booster club or school fundraiser offering PBA payments to athletes.</li><li>• A coach arranging or facilitating PBA opportunities for players.</li><li>• A business owned by a school board member pays student-athletes from that school for endorsements.</li></ul>

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

ALLOWED	NOT ALLOWED
<ul style="list-style-type: none"><li>• 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.</li></ul>	<ul style="list-style-type: none"><li>• Promoting or endorsing:<ul style="list-style-type: none"><li>○ Alcohol, tobacco, vaping products, or cannabis</li><li>○ Sports betting, gambling apps, or casinos</li><li>○ Performance-enhancing or illegal substances</li><li>○ Sexually explicit content or adult entertainment</li><li>○ Firearms, weapons, or ammunition</li></ul></li><li>• Partnering with a company whose products or messaging are deemed inconsistent with interscholastic athletics values.</li></ul>

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