



FREE PARENT GUIDE

INDIANA PBA: WHAT PARENTS NEED TO KNOW

A short, plain-English guide to Personal Branding Activities for Indiana high school athletes.

Independent educational resource

Not affiliated with or endorsed by the Indiana High School Athletic Association.
Educational information only — not legal, tax, recruiting or eligibility advice.

IMPORTANT

Educational resource only. This is not legal, tax, financial, recruiting, or eligibility advice. It does not replace IHSA rules, school policies, or guidance from qualified professionals. Rules and interpretations can change. Confirm current requirements with the athletic director and official sources before acting.

01 WHAT CHANGED IN INDIANA?

IHSAA Rule 5-7 now provides a framework for certain Personal Branding Activities. A PBA uses a student's name, image, or likeness for promotional, endorsement, or commercial purposes. Students can participate in certain opportunities without losing amateur status - but the school connection, sponsor category, athletic services, recruiting, and reporting requirements matter.

02 FREE STUFF CAN STILL COUNT

A benefit can include cash, merchandise, stipends, gift cards, discounts, services, training, products, or other in-kind value received in exchange for services or promotion.

03 THE SCHOOL CONNECTION IS THE BIGGEST EARLY CHECK

School Representation includes more than a logo. It can include the school name, nickname, mascot, uniform, traditions, achievements, or references to the athletic program. School facility use is possible only under specific conditions and school approval.

04 SOME CATEGORIES ARE OFF-LIMITS

PBA connected to gaming/gambling, alcohol, tobacco, cannabis, illegal or banned substances including performance-enhancing substances, sexually explicit material, or firearms/weapons is prohibited.

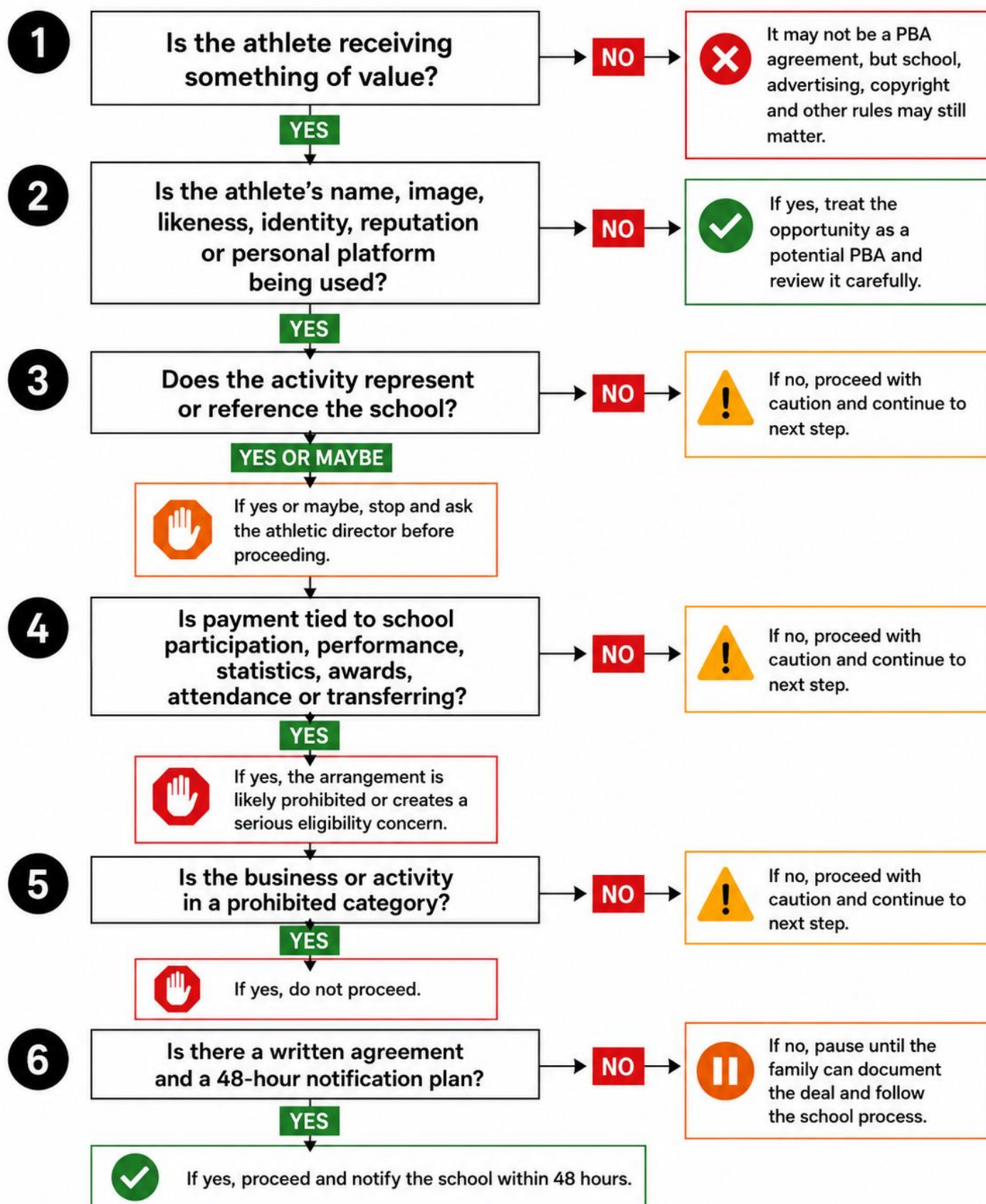
05 THE 48-HOUR RULE

After the athlete enters a PBA agreement, the student must notify the school athletic director in writing within 48 hours. Save the complete terms, record the acceptance time, send the notice, and keep proof of delivery.

06 WHEN TO STOP AND ASK

Ask the athletic director before proceeding when the deal involves school branding, a school facility, a coach, booster/fan involvement, a school-affiliated collective, recruiting/transfer language, payment tied to athletic performance, or an unusual sponsor category.

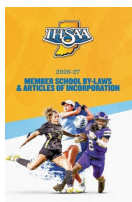
A QUICK DECISION PATH



FIVE QUESTIONS BEFORE YOUR ATHLETE SAYS YES

- ☐ What **exactly** are they being asked to do?
- ☐ What are they **receiving**?
- ☐ Is the school **connected** in any way?
- ☐ What **rights** are being given to the business?
- ☐ What must be **documented** or **reported**?

OFFICIAL
SOURCES &
LIVE LINKS



[IHSAA 2026-27 Member
School By-Laws](#)

[IHSAA PBA approval
announcement](#)

[IHSAA Commissioner
PBA overview](#)

NEED THE FULL SYSTEM?

The \$19 Indiana PBA Family Toolkit is built for the moment a real opportunity shows up. It includes:

- Master PBA Rules Reference Guide
- Permitted vs. Prohibited Quick-Reference Chart
- Agreement Review Checklist
- Business & Sponsor Outreach Checklist
- School & Coach Obligations One-Pager
- Editable PBA Activity Log
- Compliance Question Templates
- Free toolkit updates for one year

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