



FREE STUDENT-ATHLETE GUIDE

BEFORE YOU SAY YES

A one-page Personal Branding Activities (PBA) checklist 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.

SOMEONE OFFERED YOU MONEY, FREE STUFF, A SPONSORSHIP, OR A PAID APPEARANCE?

- ☐ Show a parent or guardian before you accept anything.
- ☐ Know exactly what you are being asked to do.
- ☐ Know exactly what you are getting - money, products, discounts, training, services, or anything else of value.
- ☐ Do not use your school name, team name, logo, mascot, uniform, achievements, or school athletic program in a paid deal without checking the rules.
- ☐ Do not accept payment tied to your school-game stats, wins, awards, or competition outcomes.
- ☐ Make sure the sponsor is not in a prohibited category.
- ☐ Do not accept an offer designed to get you to attend or transfer to a particular high school.
- ☐ Get the complete terms in writing.
- ☐ Know where your photos, videos, name, voice, and content can be used - and for how long.
- ☐ Never give a sponsor your social media password or authentication code.
- ☐ Clearly disclose paid or gifted sponsored content.
- ☐ Save the agreement, messages, posts, and payment records.
- ☐ After you enter a PBA agreement, make sure your athletic director is notified in writing within 48 hours.

NOT SURE? STOP AND ASK

A sponsorship is not worth risking your eligibility. Show a parent/guardian and ask your athletic director before you accept or post when something feels unclear.