

MHSAA UPDATE

Name, Image & Likeness

Understanding the MHSAA Personal Branding Activity (PBA) Policy

Saginaw Public School District

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What Is Personal Branding Activity (PBA)?

PBA is the MHSAA's term for **Name, Image & Likeness (NIL)** — the right of student-athletes to earn compensation through their personal brand.



What It Covers

Endorsements, appearances, social media promotions, autograph sessions, merchandise sales, camps, clinics, private lessons, and modeling.



Who It Applies To

All MHSAA student-athletes at member schools in Michigan, effective for the 2025–26 school year and beyond.



Key Requirement

All PBA agreements must be disclosed to the school and submitted to the MHSAA at [MHSAA.com/NIL](https://www.mhsaa.com/NIL) within 7 business days.

What Student-Athletes CAN Do

✓ Permitted PBA Activities — Provided all MHSAA rules are followed

Social Media Endorsements



Paid promotions or sponsored posts on personal social media accounts

Personal Appearances



Paid appearances, autograph signings, or photo sessions

Camps, Clinics & Lessons



Hosting or instructing youth sports camps, clinics, or private training

Merchandise & Apparel



Selling branded merchandise, apparel, or sports cards with their name or image

Commercials & Advertising



Participating in commercial productions or marketing campaigns

Personal Branding Materials



Use of personal logos or name/image in marketing outside school context

No limit on compensation amount — must reflect fair market value and comply with all MHSAA rules.

Key Restrictions on PBA

✗ These restrictions apply to ALL student-athletes at MHSAA member schools



No Pay-for-Performance

PBA compensation cannot be tied to stats, playing time, awards (All-State, All-Conference), or team outcomes (championships).



No School Identifiers

Cannot use school names, logos, mascots, uniforms, facilities, or official social media accounts in any PBA content.



No PBA During School/Events

PBA cannot occur during school hours or any MHSAA event — including practices, games, meetings, scrimmages, or tournaments.



No School-Connected Deals

Boosters, coaches, school employees, board members, and school-affiliated donors cannot arrange or facilitate PBA deals.



Prohibited Products & Industries

No endorsements for alcohol, tobacco, cannabis, gambling, firearms, illegal substances, or sexually explicit content.



No Recruiting Inducement

PBA compensation cannot be used to recruit a student to enroll at, remain at, or transfer to a particular school.

Violations can result in loss of student eligibility and/or jeopardize school's MHSAA membership.

Allowed vs. Not Allowed – Real Examples

✓ ALLOWED

A local business pays a flat fee to promote their store on a student's personal social media, regardless of playing time or stats.

A student-athlete promotes a business wearing street clothes at a neutral location, without referencing their school.

A student independently signs a PBA deal with a business that has no connection to the school, using a licensed attorney.

Completing a PBA photo shoot or appearance outside school hours and unrelated to any school athletic event.

✗ NOT ALLOWED

A local business pays a student \$500 for every touchdown scored or \$1,000 if named All-Conference.

Posting a sponsored photo in a school uniform or filming an ad inside the school gym or locker room.

A booster club, coach, or school board member arranges or facilitates a PBA deal for a student-athlete.

Recording a sponsored video during the school day or posting paid content from the sideline during a game.

Disclosure & Compliance Process

1

Student & Family Decide Independently

Student-athlete and parent/guardian evaluate and negotiate a PBA opportunity independently — no school involvement.

2

Submit Disclosure to MHSAA

All verbal or written PBA agreements must be reported via the online form at [MHSAA.com/NIL](https://mhsaa.com/NIL) within 7 business days.

3

MHSAA Reviews & Responds

MHSAA reviews for compliance. If a conflict is found, MHSAA notifies the student and school in writing with suggested revisions.

4

Athlete Maintains Eligibility

If compliant, the student proceeds with the PBA and maintains full athletic eligibility. Taxes and NCAA implications are the family's responsibility.

⚠ Schools, coaches, and staff may NEVER arrange, negotiate, or facilitate PBA opportunities for student-athletes.

The District's Role & Responsibilities

✓ What Schools CAN Do

Develop and enforce stricter local PBA policies (Interpretation 154 permits this)

Educate student-athletes and families about the MHSAA PBA rules and disclosure process

Receive and process MHSAA-required disclosures submitted by student-athletes

Consult with licensed attorneys or financial advisors not affiliated with the school

Confirm a student-athlete's eligibility status following MHSAA review

✗ What Schools CANNOT Do

Arrange, negotiate, solicit, or facilitate any PBA opportunity for a student-athlete

Allow affiliated boosters, donors, coaches, or employees to connect students with PBA deals

Allow students to use school facilities, uniforms, logos, or school social media in PBA content

Tie PBA to enrollment, recruitment, retention, or transfer decisions

Allow coaches or staff to participate in PBA contract negotiations

Violations may result in student ineligibility AND suspension or rescission of the school's MHSAA membership.

Key Takeaways for the Board

01

Michigan student-athletes may now earn NIL/PBA compensation while maintaining eligibility — provided all MHSAA rules are followed.

02

Disclosure is mandatory. All PBA agreements must be submitted to [MHSAA.com/NIL](https://www.mhsaa.com/NIL) within 7 business days of being finalized.

03

School staff, boosters, and school-affiliated individuals are strictly prohibited from arranging or facilitating any PBA deal.

04

Districts may adopt stricter local policies. SPSD should communicate expectations clearly to athletes, families, and coaches.

05

Tax, legal, and college eligibility implications are entirely the responsibility of the student-athlete and their family.