

**the limited and exclusive purpose of rule 2 administration of the IHSAA Tournament Series classification and reclassification, including:**

- a. **The determination of whether Tennis shall have Two (2), Three (3), or Four (4) Classes under rule 2-1;**
- b. **The division of participating Schools into Classes under rule 2-2;**
- c. **The enrollment figures and optional move-up elections under rule 2-3;**
- d. **The sport-by-sport reclassification cycle under rule 2-4; and**
- e. **The Tennis Success Factor under rule 2-5.**

**This rule does not, by itself, amend any other rule that distinguishes between Individual Sports or Team Sports for non-classification purposes (including participation rules, contest administration, or other sport-specific rules).**

- ~~a. Notwithstanding its status as an individual sport, Tennis shall be classified according to the criteria set forth in rule 2-1 for the purposes of the IHSAA tournament.~~
- ~~b. Schools are re-classified on a sport-by-sport basis, including Tennis, every Two (2) years according to rule 2-4.~~
- ~~c. Reclassification of Tennis shall account for previous tournament series success in accordance with rule 2-5.~~

*Proposed Addition of section to 2-1.2 to the Classification of Schools rule, rule 2, to classify tennis according to the same criteria as a team sport for IHSAA tournaments, while maintaining its status as an individual sport, and to renumber sections 2-1.1 and 2-1.2 accordingly. This proposal was previously discussed at the Board of Directors Meeting on May 6, 2025, and is being brought back for further consideration.*

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### **3. RULE 5 – AMATEURISM AND ASSUMED NAME PROHIBITION**

#### **5-7 Personal Branding Activity (PBA)**

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##### **5-7.1 Definitions**

For purposes of this rule, the following definitions shall apply:

- a. **PBA Activity:** Use of a student's name, image, or likeness for promotional, endorsement, or commercial purposes through appearances, licensing, social media, endorsements, branding, or similar activities.
- b. **PBA Collective:** Any group, organization, or entity that seeks to provide benefits to student-athletes in exchange for promotional services, endorsements, or other PBA activities.
- c. **Athletic Service:** Utilizing athletic skills, playing a sport, or performing in an athletic contest or demonstration in exchange for a benefit.
- d. **School Representation:** Depicting any affiliation with a member school, including school name, nicknames, mascots, logos, uniforms, traditions, achievements, or any reference to the school's athletic programs. The student shall not use any IHSAA

Member School's facilities or property in association with receiving PBA compensation.

- e. **Benefit:** Any recompense received in exchange for services, including money, compensation, awards, merchandise, stipends, in-kind payments, or services.

### 5-7.2 Allowable PBA Activities

Students may participate in the following PBA activities without jeopardizing amateur status:

- a. **Non-School, Non-Athletic PBA Activities:** Students may engage in PBA activities provided they do not represent the Member School and do not perform athletic services.
- b. **Personal Brand Development:** Students may develop and monetize their personal brand through social media, personal appearances, and endorsements unrelated to their school athletic participation.
- c. **Skills-Based Services:** Students may provide non-athletic services such as tutoring, personal training instruction, or coaching youth sports for reasonable compensation.

### 5-7.3 Prohibited PBA Activities

The following PBA activities are prohibited and shall result in ineligibility:

- a. **School Representation:** Any PBA activity that represents or references a Member School, unless directly connected to the student's participation in the school's interscholastic athletic program and directed by the school.
- b. **Prohibited Activities:** The student must not participate in any PBA related to products, services, individuals, companies, or industries that promote gaming or gambling, alcohol, tobacco, cannabis, illegal or banned substances (including performance-enhancing substances), sexually explicit material, or firearms or weapons.
- c. **Athletic Services:** PBA activities that involve utilizing athletic skills or participation in interschool athletic contests or demonstrations that are organized, sponsored by, or affiliated with a Member School. A student may provide the following activities if not associated with Member School representation:
  - (1.) Instructional Services: individual or group instruction, lessons, clinics, or camps.
  - (2.) Appearances and Demonstrations: Participation in events, exhibitions, or promotional activities that may involve athletic skill, provided such participation is not tied to Member Schools or Member School competitions, or outcomes.
  - (3.) Private Training and Coaching: Providing training or coaching services to individuals or teams not affiliated with the Member School.
- d. **PBA Collective Participation:** Participation in or acceptance of benefits from PBA collectives that work on behalf of, in conjunction with, affiliated with, or for the benefit of any Member School.
- e. **Recruitment-Related Activities:** PBA activities offered to entice a student to attend a particular high school for athletic purposes.

#### **5-7.4 Procedural Requirements**

- a. **School Notification:** Students engaging in PBA activities must notify their school's athletic director in writing within 48 hours of entering into any PBA agreement.
- b. **Agreement Review:** Schools may review PBA agreements to ensure compliance with IHSAA rules, but may not prohibit compliant activities.
- c. **Student and Parent/Guardian Obligations:** The student, parent, or guardian must determine whether the PBA might affect NCAA, NJCAA, and/or NAIA eligibility. They are also responsible for all student employment obligations, related documents, IRS tax responsibilities, and any other applicable local, state, or federal laws related to the PBA.
- d. **Educational Requirements:** Member schools must provide annual education to student-athletes regarding PBA rules, compliance requirements, and potential consequences of violations.
- e. **Data Security and Integrity:** Member Schools shall maintain reasonable security measures to safeguard personal data related to PBA agreements against loss, interference, misuse, unauthorized access, disclosure, alteration, or destruction, and shall maintain reasonable procedures to help ensure data reliability for its intended use.
- f. **School Rules:** Stricter school rules permitted if not conflicting. A school corporation may adopt rules governing participants in addition to IHSAA rules, provided such rules do not conflict with or violate IHSAA rules.

#### **5-7.5 Penalties for Violations**

- a. **Individual Penalties:** Students who violate PBA provisions shall be subject to ineligibility periods not to exceed Three-hundred Sixty-five (365) days from the date of violation in the sport concerned.
- b. **School Penalties:** Member Schools that facilitate or fail to report known PBA violations shall be subject to penalties described in Rule 17-7.1.
- c. **Reinstatement:** Students may apply for reinstatement following the procedures established in Rule 5-4, with additional requirements for PBA-specific violations.

*Proposed Addition of section to 5-7 to the Amateurism and Assumed Name Prohibition rule, rule 5, to define Personal Branding Activity (PBA), outlining permitted and prohibited activities, related procedures, and penalties to clarify expectations while preserving amateur status.*

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## **4. RULE 9 – CONTESTS**

*Proposal submitted by Ryan Chiddister, Principal, Union High School.*

### **9-6.1 Cooperative Agreements**

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#### **9-6.1 Cooperative Agreements**

With the approval of the IHSAA Board of Directors, students from two (2) Member Schools may be combined to cooperatively sponsor interscholastic activities provided such is necessary to either have a sufficient number of students to support a program