

# Get paid. Stay *eligible*.



What every Tennessee high school athlete needs to know before signing a deal or posting a sponsored ad.

## — THE BASICS

### ✓ YOU CAN

- **Endorsements & sponsorships** — paid promo on your channels
- **Private lessons & camps** — charge for instruction
- **Social media monetization** — brand deals, affiliate links
- **No cap on earnings** — TSSAA places no limit

### ✗ YOU CAN'T

- **Wear your uniform** or school logo in paid content
- **Mention TSSAA awards** — state titles, all-state, championships
- **Imply school endorsement** — including through your bio
- **Take money from boosters** or school-affiliated collectives
- **Involve your coach** in any way

## — THE BIO TRAP — A REAL EXAMPLE

### ✗ VIOLATION

**Bio:** #7 · Friday Night Lions Football

**Post:** “Fueling up before two-a-days with @LocalGym — use code SARAH10”

*Bio names team. Post is paid promo. School looks like it's endorsing the deal.*

### ✓ DO THIS INSTEAD

**Bio:** Athlete · Tennessee · Lover of leg day

**Post:** “Fueling up with @LocalGym — use code SARAH10” (no jersey, no school)

*No school reference anywhere near the paid post. Clean — no implied endorsement.*

## — 5-SECOND CHECK BEFORE YOU POST

### 01 Am I in the uniform?

Change before you shoot. School logo = violation.

### 03 Does my bio name the team?

Strip it before you post a sponsored deal.

### 02 Am I name-dropping a title?

No state, all-state, or TSSAA references in paid content.

### 04 Did anyone from school help?

Coach, AD, booster — if yes, take it down.

**One rule of thumb:** if a stranger could read your post and think the school is behind the deal — don't post it.