

# Influencer Agreement

An agreement for a creator to make and post sponsored content for a brand. Template v1.0.

Date of this agreement: \_\_\_\_\_

Brand: \_\_\_\_\_

Creator: \_\_\_\_\_

## 1. The work

Creator accounts the content will appear on:

Deliverables:

Timeline:

The Creator makes the content in their own style and to a good professional standard. The Brand sends any brief and product samples in good time. The Creator may keep the samples unless the brief says otherwise.

## 2. Fee and payment

Fee: \_\_\_\_\_

Payment terms: \_\_\_\_\_

The fee covers all the deliverables and the licence in section 5. The Brand repays costs it agrees to in writing beforehand, at the same time as the fee.

## 3. Approval before posting

The Brand replies to each draft within: \_\_\_\_\_

The Creator sends each piece of content to the Brand before posting it. The Brand approves it or asks for changes within the time above, and may ask for up to two rounds of reasonable changes. The Creator posts only content the Brand has approved. The Brand does not hold back approval without good reason, and if it replies late the timeline moves by the same amount.

## 4. Clear ad disclosure

Every post must make it clear that it is a paid partnership with the Brand, as the advertising and endorsement rules where it is seen require. The Creator uses the platform's paid partnership label where there is one and puts a clear tag such as #ad at the start of the caption. The Creator gives only

honest opinions based on real use of the product.

## 5. Content and usage rights

Licence period: \_\_\_\_\_

The Creator owns the content and all rights in it. The Creator gives the Brand a licence, which is not exclusive, to share, repost and link to the content on the Brand's own social accounts, website and emails for the licence period, with credit to the Creator. Use in paid ads, or edits beyond cropping and resizing, needs the Creator's written consent unless the deliverables include it. The Creator confirms the content is their own work and does not break anyone else's rights, including music and image rights.

## 6. Exclusivity

Exclusivity:

If the box above says none, the Creator is free to work with any other brand.

## 7. Conduct and product claims

Both parties act honestly and treat each other with respect. While this agreement runs, the Creator does not post content that is hateful, illegal or misleading. The Brand does not ask the Creator to say anything untrue.

The Brand gives the Creator accurate information about the product and is responsible for the product claims it asks the Creator to make. The Creator does not make claims about the product beyond that information and their own honest experience.

## 8. Removal

The Creator keeps each post live for at least 30 days. If a post turns out to be inaccurate or to break a law or platform rule, the Brand may ask the Creator to correct or remove it, and the Creator does so within 2 business days. When the licence period ends, the Brand makes no new use of the content but does not have to delete what it shared before then.

## 9. Ending this agreement

Either party may end this agreement by written notice if the other seriously breaks it and does not put it right within 7 days of being told. Either party may also end it at once if the other acts in a way that would seriously damage the first party's reputation. When it ends, the Brand pays for content already delivered, in proportion to the fee, and the licence for content already posted continues.

## 10. Confidentiality

Each party keeps the other's private information confidential, including unreleased products, campaign plans and the fee. This does not stop the ad disclosure above or any disclosure the law requires.

## 11. Independent contractor

The Creator is an independent contractor, not an employee, partner or agent of the Brand. The Creator decides how and when to make the content within the timeline and pays their own taxes.

## 12. General

This agreement is governed by the laws of:

\_\_\_\_\_

This is the whole agreement about the campaign. A change is valid only in writing signed by both parties. As far as the law allows, neither party is liable to the other for indirect losses. If a term cannot be enforced, the rest still applies.

Creator business name, if any: \_\_\_\_\_

**Creator**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

**Brand**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title