

INFLUENCER AGREEMENT

Effective date: [DATE]. Complete the bracketed fields and remove unused options before signing.

Brand: [FULL LEGAL NAME], [ADDRESS], [NOTICE EMAIL].

Creator: [FULL LEGAL NAME], [ADDRESS], [NOTICE EMAIL].

1. CAMPAIGN

Campaign and platforms: [DETAILS]. Deliverables, formats, posting dates, live period and links: [LIST].
Brand inputs and delivery dates: [DETAILS]. Excluded work: [LIST].

2. FEES AND APPROVALS

Fee, currency, gifted products, expenses and payment milestones: [DETAILS]. Draft submission and approval deadlines: [DATES]. Included revision rounds: [NUMBER]. Material scope changes require agreed fees and dates. Payment is not conditional on unpromised reach or sales.

3. DISCLOSURE AND CLAIMS

Clearly disclose paid or gifted relationships as required for the audience and platform. Use truthful statements reflecting actual experience; the brand supplies support for product claims. Neither party requests hidden sponsorship, fake engagement or misleading endorsements.

4. CONTENT RIGHTS

Creator retains ownership except [EXPRESS ASSIGNMENT OR NONE]. Brand license: [MEDIA, TERRITORY, DURATION AND PURPOSE]. Paid ads, account access, editing, likeness use and AI-generated reuse require these specific permissions: [TERMS OR NONE]. No broader reuse is implied.

5. EXCLUSIVITY AND EXIT

Any exclusivity lists competitors or product categories and dates: [TERMS OR NONE]. Cancellation, completed-work payment, unearned refunds and takedown conditions: [DETAILS]. Material breach cure: [PERIOD]. Reporting metrics and dates: [DETAILS]. Confidential campaign information remains protected, without restricting sponsorship disclosures.

6. NOTICES AND CHANGES

Notices must be sent to the addresses above by [AGREED DELIVERY METHOD] and take effect on [AGREED RECEIPT RULE]. Each party must promptly notify the other of changed contact details. Changes to this agreement must be recorded in writing and accepted by all affected parties.

7. LAW AND DISPUTES

Governing law: [AGREED LAW]. Courts or other agreed dispute process: [FORUM AND PROCESS]. The parties will first try to resolve a dispute through their named contacts for [NUMBER] days, without preventing urgent relief or missing a legal deadline. Nothing in this agreement removes rights or requirements that cannot lawfully be excluded.

8. COMPLETE AGREEMENT

This document and its completed schedules record the agreement on this subject. If a term cannot be enforced, the remaining terms continue to the extent permitted. Each signatory confirms authority to sign for the named party. Counterparts and electronic signatures may be used where permitted; any additional signing formalities must still be completed.

SIGNATURES

Brand: [NAME]

Signature: _____ Date: _____

Signing capacity, if applicable: [TITLE / CAPACITY]

Creator: [NAME]

Signature: _____ Date: _____

Signing capacity, if applicable: [TITLE / CAPACITY]