

Brand sponsorship agreement

Influencer Sponsorship Agreement

This Influencer Sponsorship Agreement is entered into by and between [Brand Legal Name] (Brand) and [Creator Legal Name / Company] (Creator) as of [Effective Date].

1. Campaign

Brand engages Creator to produce sponsored content for [Campaign Name] promoting [Product / Offer] on [Platform(s)].

2. Deliverables

Creator will provide:

- [Deliverable 1: format, length, platform, placement]
- [Deliverable 2: format, length, platform, placement]
- [Reporting deliverable: metrics, screenshots, timing]

3. Timeline

- Brief delivered by Brand: [Date]
- Draft or concept due: [Date]
- Brand feedback due: [Date]
- Final content due: [Date]
- Publish window: [Date range]
- Reporting due: [Date]

4. Compensation

Brand will pay Creator [Amount] for the deliverables.

- Payment schedule: [Deposit / on publish / net terms]
- Invoice requirements: [Tax form, invoice details]
- Late payment terms: [Terms]

5. Approval process

Creator will submit [concept / script / draft / final content] for Brand review. Brand may request up to [number] rounds of reasonable revisions related to accuracy, required disclosures, or brand safety.

6. Creative control

Creator may adapt Brand messaging to fit Creator's voice, provided the content includes required claims, avoids prohibited claims, and complies with this agreement and the campaign brief.

7. Disclosure and compliance

Creator will clearly disclose the sponsorship according to applicable platform rules and advertising laws, including [required disclosure language].

8. Usage rights

Creator grants Brand the right to use the sponsored content for [organic reposting / paid ads / website /



email] for [duration] in [territory]. Any paid usage, whitelisting, or editing rights not listed here require written approval.

9. Exclusivity

Creator will not publish sponsored content for [competitor category or named competitors] from [start date] to [end date].

10. Tracking and reporting

Creator will use the tracking link or code provided by Brand and will provide agreed performance metrics by [date].

11. Cancellation

If either party cancels after work begins, the parties agree to [kill fee / reimbursement / rescheduling terms].

12. Confidentiality

Creator will keep non-public campaign, product, pricing, and performance information confidential unless Brand gives written permission.

13. Independent contractor

Creator is an independent contractor and is responsible for taxes, insurance, equipment, and production costs unless otherwise agreed.

14. Governing law

This agreement is governed by the laws of [State/Country].

Accepted by Brand: [Name, title, date]

Accepted by Creator: [Name, title, date]

