

Creator contract checklist

Influencer Contract Review Checklist

Deal basics

- Brand legal name: [Name]
- Creator legal name: [Name]
- Campaign name: [Name]
- Product or offer: [Product]
- Platforms: [Platforms]

Deliverables

- Are all deliverables listed with format, length, placement, and dates?
- Are drafts, scripts, thumbnails, captions, links, and pinned comments included if required?
- Are revision rounds limited?
- Is reporting clearly defined?

Payment

- Total fee: [Amount]
- Deposit: [Amount or none]
- Payment due date: [Date or net terms]
- Invoice requirements: [Requirements]
- Late fee or late payment remedy: [Terms]

Rights and usage

- Organic reposting allowed? [Yes / No / Duration]
- Paid usage allowed? [Yes / No / Duration / Fee]
- Whitelisting or Spark Ads included? [Yes / No / Duration / Fee]
- Editing rights allowed? [Yes / No / Scope]
- Portfolio use allowed for creator? [Yes / No]

Exclusivity

- Category or competitors covered: [List]
- Start date: [Date]
- End date: [Date]
- Does this block existing sponsors? [Yes / No]

Approvals

- What must be submitted? [Concept / script / draft / final]
- How many revision rounds? [Number]
- How fast must the brand respond? [Days]
- What happens if feedback is late? [Terms]

Compliance



- Required disclosure language: [Language]
- Required claims: [Claims]
- Prohibited claims: [Claims]
- Product access or substantiation provided? [Yes / No]

Cancellation

- Kill fee if brand cancels: [Amount]
- Reschedule terms: [Terms]
- Force majeure or platform issue terms: [Terms]

Before signing

- Does the contract match the proposal?
- Does the contract match the brief?
- Are side promises from email included?
- Has a qualified lawyer reviewed it if the deal is material?

