**Influencer contract template example**

Whether you are an organization or brand, follow use this contract template and adapt it to your needs, depending on the type of campaign that you will be launching:

**INFLUENCER MARKETING AGREEMENT**

In (city where brand’s headquarters are located), month, year

**This section is to introduce the parties**

This influencer agreement “hereinafter, Agreement” is entered into the date of the signature by and between (add name of influencer) with address in (add fiscal address of influencer) “hereinafter,influencer” and (add name of the CEO/director of the brand) as the director of (name of brand) with address in (fiscal address). Together, hereinafter referred to as “Parties”.

**Purpose of collaboration**

The (add name of the brand) wants to collaborate with (add name of influencer) in an influencer campaign called (add name of campaign). The campaign will be mainly set for (add details of the campaign).

**Description of collaboration**

The collaboration will take part between (add here the times of the campaign), influencer agrees to the following tasks:

* **Publications:**Add the number of posts, Instagram stories, and other types of content
* **Publications must include:** Add if there are hashtags, mentions, UTM tracking links, and other useful information for the collaborator

**Duration**

The contract will have a duration of (add time) from the time the contract is signed, which the collaborator will adjust to the times and deadlines defined by (add name of the brand).

**Particular relationship conditions**

The influencer will provide a contact and a telephone/laptop with sufficient capacity to develop the content for the campaign. Once the campaign is finished, the collaborator will provide insights with the metrics that are available in their profile of each post. (Add other details here, such as the ownership of the content for the campaign and if the brand can repost this content).

**Payment**

The influencer will receive a monetary compensation of (add the fee here) for the campaign. This fee will be distributed by (add if the fee will be paid in the beginning, end or in different times). Once the first amount is delivered, if the first content doesn’t meet the expectations of the brand or it’s not done, the influencer must return that monetary fee.

The influencer must send an invoice that includes a fiscal address and information in order to be paid for the campaign. Add relevant information here if instead of money, the influencer is getting a product delivered to their house.

**Responsibility of advertising actions/FTC guidelines**

The influencer will follow FTC guidelines by (add here the FTC guidelines of the campaign such as including #ad or #sponsored in posts).

**Confidentiality information**

The influencer will keep the most absolute confidentiality regarding the performance of the contracted services, the result thereof, as well as any information related to (Add name of brand). The result of sharing this information will be (Add any legal action that the brand will take if this happens or a detailed NDA).

**Reasons for termination of contract**

Valid causes of termination of the contract will be all those that are expressly included in the regulations applicable to it, highlighting the following:

* Failure by the influencer to provide exclusive professional services for the (Add name of brand) there has been a written consent.
* Withdrawal of the influencer by prior notice to the Company
* The influencer has shared personal information of the company

And for the record, they sign this contract in two copies, each of them for a single purpose at the place and on the date indicated in the heading, endorsing each and every one of the pages.

*(Add signature of both parties)*

**Conclusion**

As influencer marketing becomes more popular each year, a brand must keep the importance of a contract in mind. To keep both parties aligned with goals, requirements and steps that need to be followed, elaborate a contract agreement that will disclose all the necessary information for a successful campaign.

Keep an open conversation with your collaborator as there can be changes made in the contract, and always be proactive to edit parts in the agreement that will turn into positive results.