**Influencer Agreement [Template]**

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### **Basic Information**

**[Company Name] [Date]**

Happy Company 01/01/2020

**[Influencer Name]**

David Davis *or “the influencer”*

**[Purpose of Agreement]**

This agreement governs the services by [David Davis] for [Happy Company] as stated below.

### **Timeline**

**[How long is the relationship]**

This contract covers the relationship between Happy Company and David Davis for the duration of the #HappyCampaign, which will run from 02/01/2020 - 03/01/2020.

### **Campaign Deliverables**

**[Content Format]**

The influencer is responsible for creating 1 Instagram Posts, 3 Stories, and 1 YouTube Video. The content is original, and should properly represent the Happy Company as mentioned in the campaign brief.

**[Submission Dates]**

The first drafts should be submitted for approval on 01/10/2020.

The final draft should be ready by 01/20/2020

**[Approval Process]**

Happy company must approve all content before it goes live.

The Influencer must submit a first draft, that can go through 2 rounds of edits.

**[Content Guidelines]**

Content must align with Happy Company values; no cursing, drugs, alcohol, or smoking paraphernalia

### **Payment Terms**

**[Fee]**

The total payment will be $5000. Payment will be made once all content is live, and the influencer has issued an invoice.

**[Transaction]**

Payment will be a direct deposit using [insert payment tool].

**[Taxes]**

The influencer is responsible for paying any taxes.

**[Termination]**

If the influencer fails to deliver content by the date, or if the content is removed, the contract will be terminated.

### **Content Exclusivity**

**[Ownership]**

Happy Company owns the rights to the content, but it can be shared by both Happy Company and the influencer.

**[Re-Use]**

Happy company can re-purpose the content for any reason they see fit; website, social media, case-study, and more.

### **Regulations and Compliance**

**[Legal Requirements]**

The Influencer agrees to uphold industry standards and regulations, in compliance with the FTC and other legal bodies. All social posts will declare sponsorships with either a #ad, #sponsored, or #advertisement. Instagram posts will also tag “paid sponsorship”.

### Confidentiality & Non-Competition

**[Confidentiality]**

The influencer will not share any private information about Happy Company, and will not additionally information about Happy Company’s influencer strategy.

**[Non-Competition]**

The influencer will not work with a brand that is in direct competition with Happy Company for the duration of the campaign.

### **Cancelation**

**[Late Submission]**

If the influencer submits content late, the contract will be terminated

**[Poor Quality]**

If the influencer does not follow feedback guidelines and the final product is not at the Standard of Happy Company, as seen in the campaign brief, the contract will be terminated.

**[Contract Violation]**

If any element of the contract has been violated, the contract is terminated.

### **Signature**

**[Company Name] [Date]**

Happy Company 01/01/2020

**[Signature]**

**[Influencer Name] [Date]**

Happy Company 01/01/2020

**[Signature]**