**INFLUENCER AGREEMENT TEMPLATE**

**Influencer Information**

Name:*First Name Last Name*

* Email
* Phone Number
* Address

  - Street Address

  - Street Address Line 2

  - City State / Province

  - Postal / Zip Code

**Social Media Accounts**

* Instagram
* Twitter
* Facebook
* YouTube

**Company Information**

* Contact Name: First Name Last Name
* Company Name
* Email
* Address

  - Street Address

  - Street Address Line 2

  - City State / Province

  - Postal / Zip Code

**Campaign Information**

* Start Date Date
* End Date
* Date
* Total Payment ($)
* Payment Method
* Who will own the copyright of the media (image or video) uploaded

Advertiser / Influencer

* Is approval needed for the content created?

Needed/ Not needed

**Terms and Conditions**

**I. INTRODUCTION**

This contract is between the \_\_\_\_\_\_\_\_\_\_ (hereinafter known as Influencer) and the \_\_\_\_\_\_\_\_\_ (hereinafter known as Advertiser).

**II. ACKNOWLEDGMENT**

The advertiser and the influencer acknowledge the terms of this Contract and will comply.

**III. TERMS**

This contract starts on \_\_\_\_\_\_\_\_\_\_ and ends on \_\_\_\_\_\_\_\_\_\_.

**IV. PAYMENT FEES**

A. The total payment is $\_\_\_\_\_\_\_\_\_\_.

B. Payment is made by \_\_\_\_\_\_\_\_\_\_.

C. The payment is made ­­­­­­­­at \_\_\_\_\_\_\_\_\_\_\_.

**V. CONTENT REQUIREMENTS**

A. The influencer should create original content, which is \_\_\_\_\_\_ (e.g., funny, honest, and factual).

B. The advertiser’s approval is \_\_\_needed/ not needed\_\_\_\_\_\_\_ before uploading the content.

C. The influencer should share the approved content on the following social media channels: ­\_\_\_\_\_\_\_\_\_\_\_.

D. The advertiser can demand the influencer to add  ­\_\_\_\_\_\_\_\_\_\_\_ (e.g., hashtags, links, photos, etc.).

E. The content should comply with the terms and conditions of the platform it’s posted on.

F. The content should not contain \_\_\_\_\_\_\_\_\_\_ (e.g., any vulgar language, particular references, etc.).

**VI. COPYRIGHT**

The \_\_\_influencer/advertiser\_\_\_\_\_\_ will own the copyright of all the created content during this campaign. Both parties may share this content on their respective platforms.

**VII. CONFIDENTIALITY**

This contract is strictly confidential, and only authorized persons are allowed to review it. The information shared by the advertiser to the influencer SUCH AS BUT NOT LIMITED TO any login information, company details, and possible conversations are also confidential.

The influencer should keep any documents pertaining to the company and this campaign away from other people.

**VIII. AMENDMENT**

This contract can only be changed or modified through the written consent of both parties (Advertiser and Influencer).

**IX. GOVERNING LAW**

This contract shall be governed under the laws of \_\_\_\_\_\_\_\_\_\_ (State/Country).