

INFLUENCER CONTRACT

Replace everything in [brackets] and delete anything that doesn't apply.

1. Parties

This agreement is between [Brand legal name] ("Brand") and [Creator name], who posts as [@handle] ("Creator"). It starts on [date] and covers the campaign [campaign name].

2. Deliverables

Creator will create and publish: [for example, 1 Instagram Reel of 30–60 seconds and 3 Instagram Stories with a link sticker] on [platforms] between [dates].

Content will follow the brief attached as Schedule A. Creator keeps creative control over style and voice.

3. Approvals

Creator will share drafts at least [3] business days before posting. Brand will approve or request changes within [2] business days. The fee includes [1] round of changes. Posting dates move if approval is late.

4. Fees and payment

Brand will pay Creator a total fee of [amount and currency] for the work described above.

Payment schedule: [for example, 50% on signing and 50% on delivery]. Creator will send an invoice for each payment, and each invoice is due [14] days after its date.

Late payments accrue interest at [1.5]% per month, or the maximum rate allowed by law if lower, from the due date until paid.

Pre-approved expenses, such as [travel, props or materials], will be reimbursed at cost within [14] days of receiving receipts.

5. Usage rights

Creator owns the content. Brand may repost it on Brand's own organic social channels for [3 months] from the posting date.

Paid usage, including ads, whitelisting or Spark Ads, is not included unless listed here: [paid usage, channels, duration and fee]. All usage rights start once Brand has paid in full.

6. Exclusivity

For [30 days] after posting, Creator will not post sponsored content for [named competitors or product category]. If none is listed, there is no exclusivity.

7. Disclosure

Creator will clearly disclose the paid relationship in every piece of sponsored content, for example with #ad or the platform's paid-partnership label, in line with the FTC's Endorsement Guides and each platform's rules.

8. Independent contractor

Creator is an independent contractor, not an employee, partner or agent. Creator controls how and when the work is done, provides their own equipment, and is responsible for their own taxes, insurance and benefits.

9. Confidentiality

Each party will keep the other's non-public business information confidential and use it only for this agreement. This does not cover information that is already public, independently developed, or that must be disclosed by law.

10. Ending the agreement

Either party may end this agreement with written notice. If Brand ends it after Creator has started work, Brand will pay for completed deliverables plus [50]% of the fee for the rest. Brand may end it immediately if Creator publicly damages Brand's reputation.

11. General

This agreement is governed by the laws of [state/country]. Any change to it must be in writing and signed by both parties.

This is the entire agreement between the parties about this work and replaces any earlier discussions. If any part is found unenforceable, the rest still applies.

12. Signatures

Brand: [Name], [Title, if a company] — Signature: _____ Date: _____

Creator: [Name] — Signature: _____ Date: _____

This template is a starting point, not legal advice. Laws differ by state and country, so have a lawyer review it for large or unusual deals.
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