

# UGC 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] ("Creator"), starting on [date].

## 2. Deliverables

Creator will deliver [number] videos of [length] in [aspect ratio, e.g. 9:16], plus [extra hooks, raw footage or b-roll], by [date], following the brief in Schedule A.

Creator will not post the content on Creator's own accounts unless agreed in writing.

## 3. Product

Brand will send the product to Creator at no cost by [date]. The product is not part of the fee [unless stated otherwise], and Creator keeps it.

## 4. Revisions

The fee includes [1] round of revisions to each video, requested within [5] days of delivery. Re-shoots caused by brief changes are quoted separately.

## 5. 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.

## 6. Usage rights

Once Brand has paid in full, Creator grants Brand a non-exclusive licence to use the delivered content in [organic social and paid ads] on [channels] for [6 months] from delivery. Extending the term, or other uses such as TV or print, needs a new agreement and fee.

Creator keeps ownership of the content and may show it in Creator's portfolio after the campaign is live.

## 7. Disclosure

If content runs through Creator's own account (whitelisting or Spark Ads), it will carry the platform's paid-partnership label.

## 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. Ending the agreement

Either party may end this agreement with written notice. Brand will pay for all content delivered and [50]% of the fee for work in progress. Usage rights apply only to content that has been paid for.

## 10. 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.

## 11. Signatures

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

Creator: [Name] — Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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