[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Influencer Collaboration Agreement

Between [Brand name] and [Creator name] ([handle / channel])

1. Campaign

Campaign: _____

Platform(s): _____

Deliverables: [e.g. 2 feed posts + 3 stories, by [dates]]

Posting dates: _____

2. Compensation

Fee: _____

Payment terms: _____

Product gifting: _____

Usage rights: Brand may [repost / use in ads for [period] / not reuse]. Extra usage: [fee].

3. Content requirements Required hashtags / tags: [list].

Disclosure: creator marks content as [ad / sponsored] per platform rules and local law.

Approval: brand reviews drafts within [48] hours; silence means approved.

Exclusivity: creator will not promote competing brands for [period] in [category].

4. Metrics Creator shares screenshots/analytics for each post within [7] days: reach, engagement, link clicks.

5. Termination Either party may end with [14] days' notice. Fees for completed deliverables remain payable.

Sign-off

Brand representative: _____ **Signature:** _____ **Date:** _____

Sign-off

Creator name: _____ **Signature:** _____ **Date:** _____

Note: advertising disclosure rules differ by country and platform. Check the rules that apply to you. This template is not legal advice.