[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. Add or remove table rows to fit your needs. 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	[Campaign name]
Platform(s)	[e.g. Instagram, TikTok, YouTube]
Deliverables	[e.g. 2 feed posts + 3 stories, by [dates]]
Posting dates	[Dates or window]

2. Compensation

Fee	[Amount] [Currency]
Payment terms	[e.g. 50% upfront, 50% on completion]
Product gifting	[List products / N/A]
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.

[Company name]

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.