

# Influencer Marketing Agreement

Date: [Insert Date]

## Parties:

[Brand Name]

[Influencer Name]

## 1. Purpose:

This Agreement outlines the terms and conditions under which [Influencer Name] will promote [Brand Name]'s products/services.

## 2. Deliverables:

- [Description of content to be created]
- [Number of posts, stories, or videos]
- [Platforms to be used]

## 3. Compensation:

[Detail compensation model, e.g., monetary payment, free products, etc.]

## 4. Timeline:

[Specify start and end dates of the collaboration]

## 5. Disclosure:

Influencer agrees to disclose the partnership in accordance with FTC guidelines.

## 6. Termination:

Either party may terminate this agreement upon [number of days] written notice.

## 7. Governing Law:

This Agreement shall be governed by the laws of [State/Country].

By signing below, both parties agree to the terms laid out in this Agreement.

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[Brand Representative Name]

[Title]

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[Influencer Name]