

Influencer Marketing Agreement

Date: [Insert Date]

Between:

[Brand Name]
[Brand Address]
[Brand Email]

And:

[Influencer Name]
[Influencer Address]
[Influencer Email]

Terms and Conditions

1. **Campaign Overview:** Description of the campaign and objectives.
2. **Content Requirements:** Detail the type of content to be created (e.g., posts, videos).
3. **Timeline:** Specify the campaign duration and deadlines for deliverables.
4. **Compensation:** Outline payment structure and method of compensation.
5. **Disclosure:** Requirements for the use of hashtags and disclosures per FTC guidelines.
6. **Ownership Rights:** Clarification on content ownership and usage rights after posting.
7. **Confidentiality:** Agreement to keep terms and campaign details confidential.
8. **Limitation of Liability:** Outline any limitations related to liability and damages.
9. **Termination:** Conditions under which either party can terminate the agreement.

By signing, both parties agree to the above terms and conditions.

[Brand Representative Signature]
[Title]

[Influencer Signature]