

Influencer Agreement for Promotional Collaborations

Date: [Insert Date]

To: [Influencer's Name]

Address: [Influencer's Address]

Subject: Promotional Collaboration Agreement

Dear [Influencer's Name],

We are excited to enter into this Influencer Agreement with you for the promotional collaboration of [Product/Service Name]. This agreement outlines the terms and conditions for the partnership.

1. Scope of Work

You agree to create [number] pieces of content including but not limited to [describe type of content, e.g., Instagram posts, stories, blog posts] to promote [Product/Service Name].

2. Compensation

As compensation for your services, [Brand Name] agrees to pay you [amount] and provide [list additional compensation, e.g., free products, discounts].

3. Deliverables

The deliverables must be completed by [insert deadline]. The content must feature [specific requirements, if any] and should adhere to our branding guidelines.

4. Usage Rights

[Brand Name] will have the right to use the content created for promotional purposes across various platforms.

5. Confidentiality

Both parties agree to keep the terms of this agreement confidential, unless disclosure is required by law.

6. Termination

Either party may terminate this agreement with [number of days] notice if the terms are not met.

We look forward to your response and hope to establish a successful partnership.

Best regards,

[Your Name]

[Your Title]

[Brand Name]

[Contact Information]

Signature: _____

Date: _____