

Influencer Agreement for Content Rights Negotiation

Date: [Insert Date]

From:

[Your Name]
[Your Company]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

To:

[Influencer Name]
[Influencer Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

Subject: Agreement on Content Rights

Dear [Influencer Name],

We are excited to collaborate with you for the upcoming [Campaign/Project Name]. This letter serves as a formal agreement regarding the rights and usage of the content that you will create for this partnership.

1. Scope of Work

[Detail the content to be created, including formats (videos, photos, blogs, etc.).]

2. Content Rights

Upon completion of the content, [Your Company] will hold the rights to [specify rights, such as usage duration, platforms, etc.], while the influencer retains [specify any retained rights].

3. Compensation

[Outline the compensation structure, including amounts, payment terms, and schedule.]

4. Confidentiality

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

5. Termination

This agreement may be terminated by either party with written notice under the following conditions: [list conditions].

6. Acceptance

Please sign below to accept the terms outlined in this agreement.

[Your Name]
[Your Company]

Date: _____

[Influencer Name]

Date: _____

Thank you for considering this agreement. We look forward to a fruitful collaboration!

Sincerely,
[Your Name]