

Influencer Creative Rights Agreement

Date: _____

From: _____ (Influencer Name)

To: _____ (Brand/Company Name)

Subject: Creative Rights for Promotional Activities

Dear [Brand/Company Name],

I am writing to formally outline the agreement concerning my creative rights for the promotional activities related to [specific campaign/product]. This agreement will ensure that both parties understand the terms regarding the use of my content and branding.

1. Scope of Work

I agree to create content including [list types of content, e.g., posts, videos, stories] that promote [brand/product name] during the campaign period of [start date] to [end date].

2. Ownership and Usage Rights

I retain full ownership of the content created. However, you have the right to use, reproduce, and display this content for promotional purposes across your platforms, with appropriate credit given to me as the creator.

3. Compensation

The agreed payment for my services will be [amount] to be paid on [payment terms].

4. Confidentiality

Both parties agree to maintain the confidentiality of the terms of this agreement and any proprietary information shared during the campaign.

5. Termination

This agreement can be terminated by either party with a written notice of [number] days. Upon termination, all rights to the content will revert to me.

Thank you for the opportunity to collaborate. I look forward to a successful partnership.

Sincerely,

[Influencer Name]
[Contact Information]