

Influencer Endorsement and Content Usage Policy

Date: [Insert Date]

Dear [Influencer's Name],

We are excited to collaborate with you as an influencer for [Brand/Company Name]. This letter outlines our endorsement and content usage policy to ensure a smooth partnership.

1. Endorsement Guidelines

- You agree to authentically promote [Product/Service] in your content.
- All endorsements must align with our brand values and message.
- Clear disclosure of the partnership must be made in all posts (e.g., #ad, #sponsored).

2. Content Creation

- Content created will be approved by [Brand/Company Name] prior to posting.
- All content must be original and not infringe on any copyrights.
- Content should reflect the agreed-upon themes and messages.

3. Content Usage Rights

- [Brand/Company Name] will have the rights to use your content on our platforms.
- Usage rights will be granted for a period of [insert duration] from the posting date.
- Attribution to your account will be provided where applicable.

4. Compensation

You will receive [insert payment, products, or other compensation details] as part of this collaboration.

We believe this partnership will bring great value to both parties. Please confirm your acceptance of this policy by signing below.

Best Regards,
[Your Name]
[Your Title]
[Brand/Company Name]

[Influencer's Name] - Signature