

# Influencer Rights Management Agreement

Date: [Insert Date]

To: [Influencer's Name]  
[Influencer's Address]  
[City, State, Zip Code]

Dear [Influencer's Name],

We are excited to collaborate with you on our upcoming social media campaign for [Brand/Product Name]. This letter outlines the rights and management aspects regarding your social media posts related to this collaboration.

## Content Ownership and Usage Rights

1. All content produced by you under this agreement will remain your intellectual property.
2. By posting the content on your social media platforms, you grant [Brand Name] a non-exclusive, royalty-free license to use, reproduce, and display the content for promotional purposes.

## Content Guidelines

3. All posts must adhere to our brand guidelines, which include [Insert specific guidelines].
4. Please tag [Brand Name] and include the following hashtags: #[Hashtag1] #[Hashtag2].

## Confidentiality

5. You agree to keep all campaign details confidential until [Insert Date].

## Compensation

6. In exchange for your services, you will receive [Insert Compensation Details].

We look forward to a successful collaboration. Please sign and return this letter to confirm your acceptance of the terms.

Thank you!

Sincerely,  
[Your Name]  
[Your Title]

[Brand Name]  
[Contact Information]

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[Influencer's Name] - Signature