

Influencer Usage Rights Agreement

Date: _____

To: [Influencer Name]

Email: [Influencer Email]

Dear [Influencer Name],

We are excited to collaborate with you for our upcoming digital marketing campaign. This letter serves to outline the terms regarding the usage rights of the content created during our partnership.

Scope of Usage Rights

By agreeing to this letter, you grant [Brand Name] the rights to use, reproduce, and display the content (photos, videos, and captions) created during this campaign across all platforms, including but not limited to:

- Social Media (Instagram, Facebook, Twitter, etc.)
- Website and Blogs
- Email Newsletters
- Paid Advertisements

Duration of Usage Rights

The usage rights will remain in effect for a period of [X months/years] from the date of signing this agreement.

Compensation

In exchange for granting these rights, you will receive [details of compensation].

Agreement Confirmation

Please signify your acceptance of these terms by signing below:

[Influencer Name]

Date: _____

Thank you for your collaboration!

Best regards,

[Your Name]

[Your Position]

[Brand Name]

[Contact Information]