# Influencer Agreement

**Purpose:** This Influencer Agreement outlines the terms and conditions between a brand and an influencer for the promotion of certain products or services. It serves as a binding contract to establish expectations, deliverables, timelines, compensation, and legal responsibilities.

## 1. Parties Involved

This Agreement is made between **{brandName}**, having its principal place of business at **{brandAddress}** (“Brand”), and **{influencerName}**, residing at **{influencerAddress}** (“Influencer”).

## 2. Scope of Work

The Influencer agrees to create and publish content promoting the Brand’s products or services as outlined below:

{#deliverables}

* **Platform:** {platform} | **Content Type:** {contentType} | **Due Date:** {dueDate}

{/deliverables}

## 3. Compensation

The Brand agrees to compensate the Influencer as follows:

|  |  |  |
| --- | --- | --- |
| **Description** | **Amount** | **Payment Schedule** |
| {#payments}{description} | {amount} | {schedule}{/payments} |

## 4. Content Requirements

* Content must disclose paid partnership in accordance with FTC guidelines.
* Influencer must tag Brand’s official handle(s): **{brandHandles}**.
* Content must comply with platform’s terms and community guidelines.

## 5. Rights and Usage

The Influencer grants the Brand a non-exclusive, royalty-free license to use the content for marketing, advertising, and promotional purposes across various media.

## 6. Term and Termination

This Agreement shall commence on **{startDate}** and continue until **{endDate}**, unless terminated earlier by either party with a notice period of **{noticePeriod}** days.

## 7. Confidentiality

Both parties agree to keep all confidential information exchanged in relation to this Agreement private and not disclose it to third parties without prior written consent.

## 8. Dispute Resolution

In the event of a dispute, both parties agree to resolve it in good faith. Jurisdiction shall be in the courts of **{jurisdiction}**.

## 9. Additional Terms

{#hasAdditionalTerms}{additionalTerms}{/hasAdditionalTerms}

{^hasAdditionalTerms}*No additional terms.*{/hasAdditionalTerms}

## 10. Signatures

By signing below, both parties acknowledge they have read and understood this Agreement and agree to abide by its terms.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Role** | **Signature** | **Date** |
| {#signatories}{name} | {role} | {signature} | {date}{/signatories} |