Influencer contract template

In (city where brand’s headquarters are located), month, year

[This section is to introduce the parties]

This influencer agreement (hereinafter, “Agreement”) is entered into the date of the signature by and between (add name of influencer) with address in (add fiscal address of influencer) (hereinafter, “Influencer”) and (add name of the CEO/director of the brand) as the director of (name of brand) with address in (fiscal address) (hereinafter, “Brand”). Together, the Influencer and Brand will be referred to as the “Parties”.

Purpose of collaboration

The Brand wants to collaborate with the Influencer in an influencer campaign called (add name of campaign). The campaign will be mainly set for (add details of the campaign).

Description of collaboration

The collaboration will take part between (add here the times of the campaign). The Influencer agrees to complete the following tasks:

Publications: Add the number of posts, Instagram stories, and other types of content
Publications must include: Add if there are hashtags, mentions, UTM tracking links, and other useful information for the collaborator

Duration

The contract will have a duration of (add time) from the time the contract is signed, which the collaborator will adjust to the times and deadlines defined by the Brand.

Particular relationship conditions

The Influencer will provide a contact and a telephone/laptop with sufficient capacity to develop the content for the campaign. Once the campaign is finished, the Influencer will provide insights with the metrics that are available for each post. (Add other details here, such as the ownership of the content for the campaign and if the brand can repost this content).
Payment
The Influencer will receive monetary compensation of (add the fee here) for the campaign. This fee will be distributed by (add if the fee will be paid in the beginning, end or in different times). Once the first amount is delivered, if the first piece of content does not meet the expectations of the Brand or is not delivered, the Influencer must return the monetary fee.

The Influencer must send an invoice to the Brand that includes a fiscal address and information in order to be paid for the campaign. (Add relevant information here if instead of money, the influencer is getting a product delivered to their house).

Responsibility of advertising actions/FTC guidelines
The Influencer will follow FTC guidelines by (add here the FTC guidelines of the campaign such as including #ad or #sponsored in posts).

Confidentiality information
The Influencer will maintain total confidentiality regarding the performance of the contracted services, the result thereof, as well as any information related to the Brand. The result of sharing this information will be (Add any legal action that the brand will take if this happens or a detailed NDA).

Reasons for termination of contract
Valid causes of termination of the contract will be all those that are expressly included in the regulations applicable to it, highlighting the following:

Failure by the Influencer to provide exclusive professional services for the Brand there has been a written consent.
Withdrawal of the Influencer by prior notice to the Brand
The Influencer has shared personal information of the Brand

The Parties shall sign this contract in two copies, each of them for a single purpose at the place and on the date indicated in the heading, endorsing each and every one of the pages.

(Add signature of both parties)

Signed by ........................................... Date ..................................................
Full name……………………………………

Signed by .................................               Date .................................

Full name……………………………………