

Influencer Campaign Sponsorship Proposal

1. Executive Summary

Brief overview introducing the influencer(s), the brand, and campaign goals.

2. Campaign Overview

- **Campaign Name:** [Enter Name]
- **Timeline:** [Start Date] – [End Date]
- **Platform(s):** [e.g., Instagram, TikTok]
- **Target Audience:** [Demographics]
- **Objectives:** [Key Goals]

3. Influencer Profile

- **Name:** [Influencer Name]
- **Followers:** [Number]
- **Engagement Rate:** [%]
- **Audience Insights:** [Location, Age, Gender]

4. Proposed Deliverables

Platform	Content Type	Quantity	Description
[Instagram]	[Story]	[3]	[Brief Description]

5. Sponsorship Package & Fees

Deliverable	Cost
[Instagram Post]	[\$Amount]
[Other Deliverable]	[\$Amount]
Total	[\$Total Amount]

6. Measurement & Reporting

- **Metrics Provided:** [e.g., Reach, Engagement, Clicks]
- **Reporting Timeline:** [e.g., Within 7 days of campaign end]

7. Terms & Conditions

- [Payment Terms]
- [Content Approval Process]
- [Usage Rights]
- [Cancellation Policy]

8. Contact Information

- **Contact Name:** *[Full Name]*
- **Email:** *[email@example.com]*
- **Phone:** *[+1 23456789]*