

# Instagram Paid Partnership Proposal

## 1. Influencer & Brand Details

**Influencer Name** : [Influencer Full Name]  
**Instagram Handle** : @username  
**Brand Name** : [Brand/Company Name]  
**Contact Email** : [contact@email.com]  
**Proposal Date** : [DD/MM/YYYY]

## 2. Campaign Overview

[Brief description of the campaign, its objectives, and the nature of the partnership.]

## 3. Deliverables

- Number of Instagram Posts: [e.g., 2 Posts]
- Number of Instagram Stories: [e.g., 3 Stories]
- Reels/Video Content: [e.g., 1 Reel]
- Other Formats: [e.g., Giveaway, Live Session etc.]

## 4. Content Timeline

- Proposed Posting Dates: [DD/MM/YYYY]
- Content Submission for Review: [DD/MM/YYYY]
- Campaign Start & End Date: [DD/MM/YYYY - DD/MM/YYYY]

## 5. Compensation

**Total Fee** : [Amount in USD/IDR etc.]  
**Payment Terms** : [e.g., 50% upfront, 50% upon completion]  
**Other Benefits** : [e.g., products, discounts]

## 6. Usage Rights & Disclosure

[Detail on usage rights for created content, official paid partnership tag requirements, and any necessary FTC or local country guidelines for disclosure.]

## 7. Additional Notes

[Include any additional requirements, revisions, exclusivity terms, or campaign-specific requests.]

**Accepted by Influencer**

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Date: \_\_\_\_\_

**Accepted by Brand Representative**

\_\_\_\_\_  
Date: \_\_\_\_\_