

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

Date: _____

Accepted by Brand Representative

Date: _____