

# Brand Awareness Campaign Agreement for Influencers

This Brand Awareness Campaign Agreement ("Agreement") is made and entered into as of \_\_\_\_\_, by and between [Brand Name] ("Brand") and [Influencer Name] ("Influencer").

## 1. Campaign Overview

Brand hereby engages Influencer to participate in a brand awareness campaign ("Campaign") in accordance with the terms and conditions of this Agreement.

## 2. Deliverables

- Number and type of posts: \_\_\_\_\_
- Platforms: \_\_\_\_\_
- Content requirements: \_\_\_\_\_
- Campaign hashtags/mentions: \_\_\_\_\_
- Submission deadline: \_\_\_\_\_

## 3. Compensation

The Brand will pay Influencer [amount] for the completion of the deliverables. Payment shall be made within \_\_\_\_\_ days of content approval.

## 4. Rights & Usage

- Brand may repost and use content for marketing for \_\_\_\_\_ months.
- Influencer retains rights to their content, except for stipulated usage above.

## 5. Disclosure & Compliance

Influencer agrees to comply with all FTC guidelines for advertising, disclosing partnership in all content as #ad or #sponsored as appropriate.

## 6. Term & Termination

- This Agreement begins on \_\_\_\_\_ and ends on \_\_\_\_\_.
- Either party may terminate with written notice under the following conditions: \_\_\_\_\_.

## 7. Confidentiality

Both parties agree to keep confidential all campaign details, compensation, and proprietary information.

## 8. General Provisions

- This Agreement constitutes the entire understanding between Brand and Influencer.
- Any amendments must be in writing and signed by both parties.
- Governing law: \_\_\_\_\_

Brand Representative Signature

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Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

Influencer Signature

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Name: \_\_\_\_\_

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