

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

Name: _____
Title: _____
Date: _____

Influencer Signature

Name: _____
Date: _____