

# INFLUENCER CONTRACT AGREEMENT

This **Influencer Contractor Agreement (Agreement)** is made between: [Brand/Advertiser Name], hereinafter referred to as "**Brand**" and [Influencer Name], hereinafter referred to as "**Influencer**". This agreement is made effective as of [Date].

## **1. Purpose:**

The purpose of this agreement is to set the terms and conditions for the Influencer to promote the Brand's products or services through their social media channels.

## **2. Term of Agreement:**

This agreement will commence on [Start Date] and will continue until [End Date]. Either party may terminate this agreement at any time with written notice.

## **3. Responsibilities of the Influencer:**

1. The Influencer shall promote the Brand's products or services in accordance with the guidelines provided by the Brand.
2. The Influencer shall use their best efforts to generate positive buzz for the Brand through their social media channels.
3. The Influencer shall provide regular updates to the Brand on the progress of their promotional efforts.

## **4. Responsibilities of the Brand:**

1. The Brand shall provide the Influencer with all necessary information and materials to promote its products or services.
2. The Brand shall promptly respond to all requests for information or assistance from the Influencer.

## **5. Compensation:**

The Influencer shall receive [amount in dollars] as monetary compensation for their promotional efforts.

## **6. Intellectual Property:**

The Influencer shall not use any of the Brand's intellectual property without express written consent from the Brand.

## **7. Confidentiality:**

The Influencer shall keep confidential all information obtained in connection with this agreement, except as required by law.

**8. Governing Law:**

The laws of the State of [State name] shall apply to this agreement and be followed in interpreting it.

**9. Entire Agreement**

This Agreement constitutes the entire agreement between the parties and supersedes all prior negotiations, understandings, and agreements between the parties with respect to the subject matter hereof.

**10. Signature**

**Brand/Advertiser's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Print Name of Authorized representative: \_\_\_\_\_

**Influencer's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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