

This Influencer-Brand Collaboration Agreement (the "Agreement") is entered into on _____, by and between:

Brand Name: _____ **Address:** _____ **Representative:** _____
Influencer Name : _____

Influencer Social Media Handles: _____

1. Scope of Work: The Brand agrees to engage the Influencer for the purpose of promoting the brand, product, or service as detailed in Exhibit A attached hereto.

2. Compensation: In consideration for the services rendered, the Brand agrees to pay the Influencer the amount of _____, payable as follows:

3. Deliverables: The Influencer agrees to provide the following deliverables as part of the collaboration:

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4. Timeline: The parties agree that the collaboration will commence on _____ and conclude on _____.

5. Rights and Usage: The Brand retains the right to use and repurpose any content created by the Influencer during the collaboration for promotional and marketing purposes.

6. FTC Compliance: Both parties agree to comply with the Federal Trade Commission (FTC) guidelines regarding the disclosure of paid partnerships.

7. Termination: Either party may terminate this Agreement with written notice if the other party breaches any material term of this Agreement.

8. Confidentiality: Both parties agree to keep confidential all non-public information obtained during the collaboration.

9. Governing Law: This Agreement shall be governed by and construed in accordance with the laws of [Jurisdiction].

10. Entire Agreement: This Agreement constitutes the entire understanding between the parties and supersedes all prior agreements, whether oral or written.

IN WITNESS WHEREOF, the parties hereto have executed this Influencer-Brand Collaboration Agreement as of the Effective Date.

Brand Name: _____

Influencer Name: _____