

# Influencer Agreement/Contract Checklist

Share this checklist with your team. Follow these procedures to make sure your contracts go out seamlessly so you can make successful, lawful, and effective partnerships.



## INCLUDE THE BASICS

- Influencer name
- Company/Blog
- Date/Duration of the partnership
- Description of the campaign/partnership/sponsorship
- Description of deliverables
- Describe frequency of deliverables and times to be delivered/posted/published/etc
- Include which social media platforms will be use
- Payment (describe how/when payment(s) will be made (include payment structure if needed)

## CAMPAIGN/PARTNERSHIP/SPONSORSHIP

- Include schedule briefing session to cover all details and deliverables
- Make sure influencer(s) agrees and signs of on all meetings and deliverables
- Include brand messaging and brand voice in contract
- Include content ownership clause (company/brand should be able to re-use, re-post, edit, modify, adapt, and translate the sponsored content for x period of time.)
- State included content (hashtags, promo codes, links, tracking links, coupons, etc)

- Include competitors and have influencer(s) sign off that they are not currently working with competitors and will not for x period of time
- Include influencer disclosure (good faith, exaggeration, false claims) guidelines
- Include confidentiality agreement
- Include that influencer will follow all FTC guidelines (such as #ad or #sponsored in posts)
- Influencer will include full report with analytics and tracking
- Include cancellation clause (list out reasons for canceled contract/partnership)
- Include duration clause (how long influencer has to keep brand content on social media/blog/etc)
- Make sure influencer has signed all documents

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