

Influencer / Creator Agreement

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Drafts an influencer/creator agreement with each term separate — deliverables and timeline, fee, usage rights, exclusivity, mandatory disclosure (ASCI) and approvals — so a creator campaign is protected and compliant. Use it to contract a creator. For the campaign plan use the Influencer & Creator Campaign tool.

Purpose of this tool & output

Engage a creator on clear discrete terms

How the output is used

Use the draft to engage a creator on clear discrete terms — deliverables, usage rights, timeline, exclusivity and fee — reviewed by a lawyer.

Who receives it

The agreement is between the brand and the influencer/creator (or their agency); each keeps a signed copy.

Fees & charges

Usually executed on stamp paper per your state; GST/TDS apply to the fee as per law.

Who should vet it

A lawyer, to check the usage-rights, disclosure-compliance and deliverable clauses before signing.

Important cautions

AI-generated draft; require ASCI-compliant disclosure and content approval; a lawyer should review.

Companion documents

- Distributor / Distribution Agreement
- Super-Stockist / Sub-Stockist Agreement
- Co-Packing / Contract Manufacturing Agreement
- Raw Material Supply Agreement
- Modern Trade Listing / Vendor Agreement
- Confidentiality / Recipe NDA

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.

