

Influencer Collaboration Agreement

Marketing & Advertising

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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 a brand-creator collaboration agreement with discrete terms — deliverables, fee, usage rights, exclusivity, disclosure, approvals and timelines. Use it to paper an influencer deal. For the creative brief use the Influencer Campaign Brief.

Purpose of this tool & output

Draft a clear brand-creator contract

How the output is used

Use the draft to set clear brand-creator terms — deliverables, usage rights, exclusivity, disclosure and payment — reviewed by a lawyer.

Who receives it

The agreement is between the brand/agency and the creator; each keeps a signed copy.

Fees & charges

Usually on nominal stamp paper; GST applies to the creator fee where registered, and the usage-rights and payment terms are the key content.

Who should vet it

A lawyer, to check the usage-rights, exclusivity, disclosure and payment clauses before signing.

Important cautions

AI-generated draft; a lawyer should review before signing.

Companion documents

- Influencer Marketing Strategy
- Influencer Campaign Brief
- Creator Shortlisting Framework
- Influencer Campaign Tracker
- UGC Creator Brief
- Influencer Pricing Estimator

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.