

Project Contract / SOW

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 fixed-scope project contract/SOW with each term separate — deliverables, milestones, fee, payment schedule, timeline, revisions and IP — so a one-off project is watertight. Use it for defined projects. For ongoing work use the Retainer Agreement.

Purpose of this tool & output

Draft a fixed-scope project contract with discrete terms

How the output is used

Use the draft for a fixed-scope project — an SOW-style contract with deliverables, milestones, payment and IP — reviewed by a lawyer.

Who receives it

The contract is between the agency and the client; each keeps a signed copy.

Fees & charges

Stamp duty per your state where applicable; GST applies to the project fee, and the milestone-payment and IP terms are the key content.

Who should vet it

A lawyer, to check the milestone-payment, change-order, IP and acceptance clauses before signing.

Important cautions

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

Companion documents

- Master Services Agreement (MSA)
- Retainer Agreement
- Freelancer / Contractor Agreement
- Marketing NDA
- Media Buying Agreement
- Content / Creative Licensing Agreement

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.