

BRAND PARTNERSHIP CONTRACT CHECKLIST

- Is your contract more than 2 pages? Then consider adding a cover page with the important details
- Have you used headings to guide the reader and help them understand what each section discusses?
- Do you include names and contact information about everyone participating in the contract?
- Is this an on-going partnership? If so, did you outline how long the contract will last and if (and how) it can be renewed?
- Did you explain in detail of what content will be created? And what other products/services can appear within the content?
- Did you explain in every small detail what accounts, hashtags, and links need to be included with the content?
- Are you requesting exclusivity from the influencer? If so, did you spell out for how long?
- Did you outline who owns the content that's created? And what the other party can do with it?
- Have you outlined in detail the product that's being promoted and how the influencer will get it?
- Will you be paying the influencer? If so, how will she be paid?
- Will the brand be providing the influencer any collateral? If so, how is she expected to use it?
- Will the brand have any approval rights? If so, how does that work and what happens if they don't approve the content?
- Did you outline the timeline in detail? And any repercussions if that timeline isn't followed?
- Does the brand need any post-campaign metrics from the influencer? If so, when and how will she deliver them?
- Do you need to clarify what kind of legal relationship you are creating?
- For on-going projects, how will you handle disagreements?
- For on-going projects, how can you exit gracefully if the relationship isn't working?