

TEMPLATES & DOWNLOADS

The Sponsorship Agreement Template

Eleven clauses in plain language for a straightforward creator campaign.
A starting point to take to a lawyer, not a substitute for one.

Read this first. This is a plain-language starting point showing what a simple creator agreement usually covers and why. It is **not legal advice**, it has not been drafted for your situation, and contract law and enforceability vary. Have a lawyer review anything before you sign or send it, particularly for a deal of any size. An hour of legal time is cheap next to a dispute, and the reviewed version will cover most of your future work.

§ Parties

Fill in

This agreement is made on _____ between _____ of _____ ("the Creator"), and _____ of _____ ("the Brand").

Use the legal entity, not the brand name. The company that pays may be registered differently from the label on the packaging.

1 Deliverables and payment

Clauses 1–3

1. Deliverables

The Creator will produce and publish: _____ x _____; _____ x _____.
Draft delivered by _____. Published on or before _____. **Deliverables are limited to those listed above.**

2. Fee and payment

The Brand will pay _____ [exclusive / inclusive] of GST. _____% payable within _____ days of signature, balance within _____ days of delivery of the final content. **Payment is triggered by delivery, not by publication.** Invoices will reference purchase order _____. Late payment may attract interest at _____% per month.

3. Revisions

_____ rounds of revisions are included. Feedback will be consolidated into a single response per round and provided within _____ working days. Further revisions, or changes to the agreed brief, will be quoted separately.

2 Rights and restrictions

Clauses 4–6

4. Approval

The Brand will approve or provide feedback within _____ working days of receiving a draft. **If no response is received within that period, the draft is deemed approved.**

5. Usage rights

The Creator grants the Brand a non-exclusive licence to use the content on _____ [list the specific media] for _____ months from first publication, in _____ [territory]. Paid advertising use, use on other platforms, and use beyond the licence period are not included and may be licensed separately at rates agreed in writing. **The Creator retains ownership and may use the content in a portfolio or showreel.**

6. Exclusivity

For _____ days from first publication, the Creator will not publish sponsored content for _____ [define narrowly]. No other restriction on the Creator's work applies.

Clause 5 is where most of the value sits. Naming specific media, rather than accepting "all media in perpetuity", is the single highest-value change to make.

3 Conduct and ending

Clauses 7–11

7. Disclosure

The Creator will disclose the commercial relationship clearly and prominently, in line with applicable advertising guidelines. The Brand will not request removal or obscuring of any disclosure.

8. Content standards and claims

The Brand is responsible for the accuracy of any product claims it supplies. The Creator will not be required to make claims that cannot be substantiated by the Brand. The Creator retains editorial control over tone, structure and presentation.

9. Content availability

The Creator will keep the published content live for _____ months. After that period the Creator may archive or remove it at their discretion.

10. Cancellation

If the Brand cancels after signature but before filming, _____% of the fee is payable. If cancelled after filming, _____% is payable. If the Creator cancels, any deposit is refunded.

11. General

Neither party will disclose the commercial terms, except as required for accounting, tax or legal purposes. The Creator may state publicly that they have worked with the Brand. This agreement is governed by the laws of _____, and the courts of _____ have jurisdiction.

Watch the jurisdiction line. A distant city makes any dispute impractical to pursue, which effectively removes your remedy.

✓ Signatures

Both parties

Creator · name, signature, date_____
Brand · name, title, signature, date**! When they send their contract instead**

Checklist

- | | |
|--|--|
| ☐ Usage described as perpetual or all-media | ☐ Approval with no deadline |
| ☐ Exclusivity defined broadly | ☐ Payment triggered by publication |
| ☐ Uncapped revisions | ☐ Copyright assigned where a licence would do |

Asking for changes is normal and expected. Templates favour whoever drafted them, and most companies agree to reasonable amendments without difficulty.

Influking matches creators with brands, and handles the brief, approvals and on-time payment.