

Collaboration Agreement

This Agreement is made on date, between Brand / company name ("Brand") and Creator name & pet handle ("Creator").

Plain-English template — fill the blanks, delete anything that doesn't apply, and keep a signed copy for both sides.

1. The Work

Creator will produce and deliver the following content:

.....
.....
e.g. "1 Instagram Reel + 3 Stories featuring [product]." Note platform, format, and quantity.

2. Timeline

Draft due to Brand for review by date. Final content published by date. Content stays live for at least e.g. 30 days.

3. Compensation

Brand will pay Creator \$ amount, plus gifted product valued at \$ / n/a. Payment is due e.g. 50% upfront, 50% on posting / within 30 days via method.

4. Usage Rights (License)

Brand may use the content on e.g. its own social channels for e.g. 6 months. Any **paid advertising / whitelisting** or use beyond this requires separate written agreement and additional fee of \$ amount.

5. Exclusivity

Creator agrees not to post paid content for a directly competing brand for e.g. 14 days / none around the campaign. No broader exclusivity applies unless written here:

6. Approvals & Revisions

Brand may request up to e.g. 2 rounds of reasonable revisions. Brand will review drafts within e.g. 3 business days; if not, the draft is deemed approved.

7. Disclosure (Required by Law)

Creator will clearly disclose the paid partnership on all content in line with advertising rules (e.g. "#ad" or a paid-partnership label). Both parties agree this is mandatory and non-negotiable.

8. Content Ownership

Creator owns the content they create and grants Brand the license in Section 4. Brand owns its trademarks, logos, and products. Neither party may alter the other's marks without permission.

9. Creative Control

Content will be made in Creator's authentic voice. Brand may provide talking points and must-avoids, listed here:

10. Cancellation

Either party may cancel in writing before content is published. If Brand cancels after work has begun, Creator is owed a kill fee of e.g. 50% of the fee . Gifted product already sent is Creator's to keep unless agreed otherwise.

11. Independent Contractor

Creator is an independent contractor, not an employee of Brand, and is responsible for their own taxes. This Agreement is the full understanding between the parties and can only be changed in writing signed by both.

Brand — signature & date

Creator — signature & date

Print name

Print name

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