

Brand partnership **agreement checklist.**

This is a checklist, not a contract. Use it to make sure a brand's agreement covers the essentials before you sign. For anything significant, have the contract reviewed by a qualified legal professional.

1. Parties & basics

- ☐ Correct legal names of you (or your company) and the brand / agency
- ☐ Campaign name, start and end dates

2. Deliverables

- ☐ Exact content: number, format, length, platforms
- ☐ Posting dates or windows
- ☐ Approval process and number of revision rounds
- ☐ What happens if the brand is late giving feedback

3. Rights

- ☐ Usage: organic only, or paid media?
- ☐ Duration, territories and channels of usage
- ☐ Whitelisting / Spark Ads access and duration
- ☐ Who owns the content, and what licence is granted
- ☐ Exclusivity: category, competitors named, duration

4. Money

- ☐ Total fee, and whether it includes VAT
- ☐ Separate fees for usage, exclusivity, raw footage
- ☐ Payment schedule and terms (e.g. 30 days)
- ☐ Invoice requirements (PO number, details) or self-billing
- ☐ Expenses: who pays production / travel
- ☐ Late payment interest

5. If things change

- ☐ Cancellation and kill fee
- ☐ Termination rights for both sides

☐ Morality / conduct clauses: are they fair and mutual?

Brand Partnership Agreement Checklist · The Creator CFO™

Not a legal contract · not legal or tax advice

6. Compliance

☐ Ad disclosure in line with the ASA / CAP Code (#ad, paid partnership)

☐ Claims you're asked to make are accurate and substantiated

☐ Confidentiality obligations

☐ Liability and indemnity: capped and reasonable

☐ Governing law (e.g. England & Wales)

General information only. Not legal, tax or financial advice.