



## Influencer Marketing Agreement

566 Buchanan Ave, Norman, OK 73069

Winter 2021

This influencer agreement is entered into by and between INFLUENCER NAME and Blush Norman located in Norman, Oklahoma.

### Purpose of Collaboration:

Blush Norman wants to collaborate with INFLUENCER NAME in an influencer campaign/ The campaign will be mainly set for **promoting Blush Norman's online shopping platform, [blushnorman.com](http://blushnorman.com)**. See the campaign influencer brief for more information on expected content.

### Description of Collaboration:

As the influencer, you agree to create one (1) Instagram story post and one (1) Instagram feed post as part of the campaign. For the story post, Blush Norman's Instagram (**@blushnorman**) must be tagged so we can repost. For the feed post, Blush Norman's Instagram (**@blushnorman**) must be tagged in both the caption and in the image itself. Blush Norman's primary hashtag, **#shopblushnorman**, must be used in the caption. The location of the post must be set to **"Blush Norman"** on Instagram. Your Instagram story and Instagram feed post will be set to go live on your account **between February 3, 2021 and February 10, 2021**, with your story being posted one to two days before your feed post.

### Content Approval:

You agree to receive approval of both the visuals and captions before posting. Please contact Blush Norman's influencer marketing coordinator Kayla McCullough at **[kaylamccullough@ou.edu](mailto:kaylamccullough@ou.edu)** with your photos and captions **by February 1, 2021** in order to receive approval.

### Duration:

This influencer marketing agreement takes effect **the moment this document is signed and returned** to Blush Norman. Your feed post is required to stay active on your Instagram profile from when it is posted through May 14, 2021, although it can stay active indefinitely if you so choose.

### Particular Relationship Conditions:

As the influencer, you will provide a telephone/laptop **with sufficient capacity to develop the content for the campaign**. Once the campaign is finished, you will **provide insights with**

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the metrics that are available for your post. Blush Norman has the right to share the content you create for the campaign with credit to you.

**Compensation:**

The compensation for the above content is an item of your choice from blushnorman.com (pending item availability) for under fifty dollars (\$50.00.) Blush Norman will cover the cost of delivery and/or shipping the product to you. No direct monetary compensation will be given. You must provide your address to Blush Norman and work with Kayla McCullough, the influencer marketing coordinator, to coordinate product selection, as well as shipping or delivery.

**Responsibility of Advertising Actions / FTC Guidelines:**

Your post must include #sponsored in the caption, above the first three (3) lines of text for your feed post and clearly stated in your text for the story post.

**Confidentiality:**

As the influencer, you will keep the most absolute confidentiality regarding the performance of the contracted services, the result thereof, as well as any information related to Blush Norman. The result of sharing this information could result in legal action.

**Termination:**

Blush Norman has the right to terminate the contract between Blush Norman and INFLUENCER NAME should any of the above terms be violated. In case of contract termination, you are responsible for returning their gifted product to Blush Norman. Should you receive your product and decide you no longer want to participate in the campaign, you will be responsible for returning the gifted product to Blush Norman with tags still attached.

Please electronically sign on the line and initial at the bottom of each page if you agree to the above terms. Your completed contract should be returned to Kayla McCullough at kaylamccullough@ou.edu. You may not move forward with product selection until the contract is signed and returned.

X \_\_\_\_\_ DATE: \_\_\_\_\_  
INFLUENCER NAME  
@INSTAGRAMHANDLE

X \_\_\_\_\_ DATE: \_\_\_\_\_  
Kayla McCullough  
Blush Norman Influencer Marketing Coordinator

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