

# The Shelf: Blogger Collaboration Proposal

CLIENT: \_\_\_\_\_

PROJECT NAME: \_\_\_\_\_

DUE DATE OF SIGNED CONTRACT (three business days after receipt)

PROJECT TIMEFRAME (& Important Dates): \_\_\_\_\_ - \_\_\_\_\_

## THE SHELF OBLIGATIONS:

- For completion of the below obligations, Publisher will be compensated through \_\_\_\_\_ with a flat fee of \_\_\_\_\_ to be paid within 15 days of the post going live.
- The Shelf will reach out and manage communication with Publisher on behalf of the CLIENT.

## PUBLISHER OBLIGATIONS:

- Publisher must produce:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- ALL posts should follow the below style guidelines:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Publisher will use the \_\_\_\_\_ mention along with \_\_\_\_\_ hashtag in all post(s).
- Publisher must post content by the following date: \_\_\_\_\_ - \_\_\_\_\_
- Publisher is encouraged to amplify posts on social media however is not obligated to any post(s) beyond the above outlined.
- Publisher must always positively reference the CLIENT product(s).
- ALL content produced must feature original imagery.
- Publisher will use tracking links provided by The Shelf in posts.

- Publisher will not feature products that could be considered directly competitive to the CLIENT in the same post. If there is any uncertainty, please contact collaboration manager for clarification.
- Publisher must feature agreed upon product most prominently in their post(s).
- Publisher must respond to collaboration manager within three (3) days of contact regarding the collaboration.
- In the event of compensation, publisher agrees to disclose relationship in accordance with all FTC regulations. If there is any uncertainty, please contact collaboration manager for clarification.
- Publisher must send advanced notice of posting dates to collaboration manager along with sending links (via email) to posts when applicable.
- In the event that all obligations agreed upon are not completed within the allocated time outlined within this proposal, the Publisher's fee may be decreased or revoked and the Publisher may not be eligible for future collaborations.

Publisher Signature : \_\_\_\_\_

Publisher Name :

Date :