

# Promotional Content Agreement

Date of Agreement: 6 June 2025

## Parties

---

This Promotional Content Agreement ("Agreement") is made and entered into as of the date above, by and between:

**The Business:**

Awesome Products Pvt. Ltd.  
123 Business Avenue, Tech Park, Bangalore, Karnataka 560001  
Represented by: Ms. Priya Sharma, Marketing Director

**The Influencer:**

Rohan Vlogs (Mr. Rohan Kumar)  
456 Creative Lane, Media City, Mumbai, Maharashtra 400050

- Instagram: @RohanVlogsOfficial (500K followers/subscribers)
- YouTube: RohanVlogsYT (undefined followers/subscribers)
- Twitter: @RohanTweets (150K followers/subscribers)

## 1. Scope of Work

---

The Influencer agrees to create and publish promotional content ("Content") for the Business as follows:

**Platform: Instagram**

- Type of Content: 1 Reel (60 seconds) + 3 Static Posts + 5 Stories
- Details: Showcasing Product X and its benefits.

**Platform: YouTube**

- Type of Content: 1 Dedicated Video (5-7 minutes)
- Details: Unboxing, review, and tutorial of Product X.

**Platform: Twitter**

- Type of Content: 5 Tweets
- Details: Announcing collaboration, sharing Instagram/YouTube content links.

## 2. Content Guidelines

---

The Influencer shall adhere to the following guidelines:

- All posts must clearly disclose the paid partnership using #ad, #sponsored, or platform-specific tools.

Business's official handle (@AwesomeProductHandle) must be tagged in all Instagram posts and YouTube video description.

- Key product benefits (to be provided by Business) must be highlighted.
- Content must be original, creative, and adhere to community guidelines of each platform.
- Drafts for all content must be submitted for Business approval at least 3 business days prior to publishing.

### 3. Timeline and Deliverables

---

All content to be created and published within 4 weeks from the date of signing this agreement. A detailed content calendar will be mutually agreed upon within 3 days of signing.

### 4. Compensation

---

In consideration for the services rendered, the Business shall pay the Influencer a total fee of ₹1,50,000 (INR).

Payment Terms: 50% advance upon signing, 50% upon completion of all deliverables within 7 working days.

Note: Excluding applicable taxes. TDS will be deducted as per government norms.

### 5. Content Ownership and Usage Rights

---

Influencer grants Business a non-exclusive, worldwide, royalty-free license to use, reproduce, and distribute the promotional content on Business's own digital channels (website, social media) for a period of 12 months from the date of first publication. Influencer retains ownership of their original content.

### 6. Confidentiality

---

Both parties agree to keep the terms of this agreement and any proprietary information shared confidential.

### 7. Termination

---

Either party may terminate this agreement with 15 days written notice if the other party breaches a material term. Business may terminate immediately if Influencer engages in conduct detrimental to Business's reputation.

### 8. Governing Law and Jurisdiction

---

This agreement shall be governed by and construed in accordance with the laws of India. Any disputes shall be subject to the exclusive jurisdiction

---

of the courts in Bangalore, Karnataka.

IN WITNESS WHEREOF, the parties hereto  
have executed this Agreement as of the date  
first written above.

---

For and on behalf of:  
**Awesome Products Pvt. Ltd.**

For and on behalf of:  
**Rohan Vlogs**

---

(Mr. Rohan Kumar)  
Influencer

---

(Ms. Priya Sharma)  
Marketing Director

---













