

# Brand Ambassador Contract Template

Include the following sections in your brand ambassador contract template.

## 1: Definitions

Define important elements and entities like company, brand ambassador, website, and others relevant to your business for the purposes of this agreement

## 2: Contact details

List your contact information

List the ambassador's contact information and social handles

## 3: Overview of your brand

Briefly list essential info about your brand, products, mission, and values

## 4: Relationship between you and the ambassador

Is the ambassador an employee or a third-party independent contractor?

What does the ambassador bring to the table as a creator and/or authority?



## 5: Expectations and responsibilities

What are the responsibilities of your ambassador? Online promotion, offline promotion, or both?

What promotional efforts will they engage in?

Will they create X amount of content or host X number of events for you?

What goals will the ambassador help you accomplish?

What is your brand responsible for providing the ambassador?

## 6: Branding and promotional guidelines

What are the most important selling points and key messaging brand ambassadors should communicate when sharing your brand?

What rules must they follow when using your brand name and images?

What words or phrases must they not associate with your brand?

What logos, slogans, products, and names are the trademarked property of your brand?

## 7: Compensation terms

How will brand ambassadors be paid, and how much will they earn?

When will brand ambassadors be paid?

What requirements do brand ambassadors have to meet before they're paid? (if applicable)

What compensation disclosure laws must they abide by when promoting your brand?



## 8: Exclusivity clause

Note that by signing, your brand ambassador agrees NOT to work for or represent any of your direct competitors

## 9: Non-disclosure and confidentiality

Note that by signing, your brand ambassador agrees NOT to disclose confidential information to parties outside the ambassador relationship

## 10: Tracking

Details about brand ambassador software or any other means you're using to track the ambassador's activity

## 11: Copyright terms

Who owns the copyright to images your ambassador creates while the contract is in effect?

What rights does your brand have for images an ambassador creates while they represent you?

What happens to content rights when the ambassador is no longer your ambassador?



## 12: Cancellation

Will your contract end after a set time, or does it last until you or the ambassador cancels it?

What are sufficient reasons you or the ambassador can cancel the contract?

If the ambassador wants to end the formal relationship and cancel the contract, within how many days must they notify your brand?

## 13: Termination

What reasons (unethical, problematic behavior, etc.) are grounds for immediate termination of the contract?

## 14: Other legal terms

The legal procedure if the agreement is breached

Indemnification clause: Protects either party from liability caused by the actions of the other and the damages that result

Any state and national laws that may apply to your ambassador's activity

## 15: Signatures

Include space for your business and the brand ambassador to sign the agreement

Ambassador legal name,  
signature, and signing date

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Business point person legal name,  
signature, and signing date

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