

Referral Agreement Template

1: Definitions

Define important elements and entities like company, referral partners, and others relevant to the purposes of this agreement

2: Relationship between parties

Give an overview of how the referral partnership works

State that the referral partner is not your employee, and operates as an independent third party

3: Responsibilities

What are your referral partner's responsibilities?

What is your brand responsible for providing the partner?

What value will your brand offer your referral partner in return for their work?

4: Referral fee terms

What counts as a successful referral?

What will the partner earn for a successful referral – a flat amount or percentage of a sale?

When will referral fees be paid?

Will you offer any bonuses (i.e., lifetime commission increases after hitting certain goals)?



5: Promotional expectations

Messaging referral partners should share

Any specific target audience partners should refer (people they know in your ideal audience)

What your referral partner is not allowed to say about your products/services

Any promotional methods your referral partner must avoid using

6: Referral process and tracking

How will referral partners submit referrals?

How is your business tracking partners referrals and distributing rewards?

How does your referral software integrate with the partner's referral process?

7: Non-exclusivity clause

Note that by signing, your partner is free to create partnerships with other businesses, but agrees NOT to work for or represent any of your direct competitors

8: Non-disclosure and confidentiality

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



9: Cancellation

How long does the contract last (or does it last until you or the partner cancels?)

What are acceptable reasons the partner can end the contract?

How far in advance should they notify you if they want to cancel?

10: Termination

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

11: Other legal terms

Tax and fee reporting 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 referral partner to sign the agreement

Referral partner's legal name,
signature, and signing date

Business point person legal name,
signature, and signing date

