

UGC Creator Contract Template

Black X Verified standard — content-only agreements

This agreement (the “Agreement”) is made on [DATE] between [BRAND LEGAL NAME] (“Brand”) and [CREATOR LEGAL NAME] (“Creator”). The parties agree as follows.

1. Scope of Work

Creator will produce [NUMBER] original content assets in the following formats: [FORMATS — e.g., 3x 9:16 vertical video, 30–45 seconds each; 5x 4:5 still images]. Deliverables will be provided as [FILE SPECS — e.g., ProRes 422 or H.264 MP4, min 1080x1920, 24 or 30fps]. Creator will follow the creative brief attached as Exhibit A. Two (2) rounds of revisions are included; additional rounds are billed at [\$RATE] per round.

2. Usage Rights

Brand receives a non-exclusive license to use the Deliverables for [DURATION — e.g., 6 months] beginning on the Delivery Date, in the following territory: [GEOGRAPHY]. Permitted channels: (a) Brand-owned organic social; (b) Brand website and email. Paid amplification, whitelisting, and dark posts are NOT included and require a separate fee of [\$AMOUNT] per asset per 90-day flight. Any use outside the scope, duration, or channels above requires written consent and additional compensation.

3. Ownership & Moral Rights

Creator retains all copyright and moral rights in the Deliverables. Nothing in this Agreement transfers ownership. If Brand wishes to acquire ownership (a “buy-out”), the parties will negotiate a separate written amendment and additional fee. Creator may use the Deliverables in Creator’s portfolio, reel, and case studies at any time.

4. Compensation & Payment Terms

Brand will pay Creator a total fee of [\$AMOUNT] for the Deliverables described above. Payment is due Net 30 from the date of Creator’s invoice, which Creator may issue upon delivery of final assets. Late payments accrue interest at 1.5% per month. Whitelisting, usage extensions, and additional revisions are invoiced separately under the terms above.

5. Timeline & Milestones

Kickoff: [DATE]. First-cut delivery: [DATE]. Brand review window: five (5) business days from delivery. If Brand does not deliver written feedback within the review window, the assets are deemed approved and payment terms begin. Final delivery: [DATE]. Reshoots caused by Brand-side changes to the brief will be quoted separately.

6. Termination & Kill Fee

Either party may terminate this Agreement in writing. If Brand terminates after Creator has begun production but before delivery, Brand will pay a kill fee equal to fifty percent (50%) of the total fee. If Brand terminates after delivery, the full fee is due. Sections 2 (Usage Rights), 3 (Ownership), and 7 (Communication & FTC) survive termination.

7. Communication, Credit & FTC Disclosure

Brand point of contact: [NAME, EMAIL]. Approval authority: [NAME, TITLE]. If Brand posts Deliverables in a context that constitutes a paid endorsement, Brand is responsible for FTC-compliant disclosure. Creator will credit Brand where reasonably practicable when using Deliverables in Creator's portfolio.

8. Independent Contractor

Creator is an independent contractor and not an employee, agent, or partner of Brand. Creator is responsible for Creator's own taxes, benefits, and equipment.

9. Confidentiality

Each party will keep the other's non-public information confidential and use it solely to perform this Agreement.

10. Governing Law

This Agreement is governed by the laws of [STATE / COUNTRY], without regard to conflict of laws principles.

Signatures

Brand: _____ Date: _____

Creator: _____ Date: _____