

FREE WORKSHEET / BEFORE AGREEING A CAMPAIGN

Creator deal review checklist

Know the work, the rights and how payment is calculated.

A conversation checklist for creator partnerships. Use it to identify questions for the brand and appropriate professional advisers.

1. Fit and delivery

A commercially attractive offer still needs suitable content, audience and permissions.

Operator identity; target countries; approval owner:

Adult audience; platform permission; required disclosures:

Deliverables; deadlines; exclusions; revision limits:

Confirm the campaign's permitted market before producing or distributing promotional content.

2. Fees and performance terms

Ask the brand to define each payable event and each deduction in writing. Do not substitute a calculator estimate for a contract.

Fixed fee and payment schedule:

CPA event; new-customer rules; minimum deposit; verification; exclusions:

NGR formula; deductions; revenue-share rate; negative carryover:

A raw balance is not the same as cash you can withdraw. Ask which balances, wagering requirements and withdrawal limits apply.

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3. Rights and reporting

Agree how the content and results can be used, and how you will reconcile payment.

Organic / paid-media usage; duration; geography; exclusivity:

Reporting access; reporting dates; attribution window:

Cancellation, disputes and rights after the campaign ends:

Permission to repost a clip does not automatically include unlimited paid-ad usage or perpetual exclusivity.

4. Record the open questions

Resolve missing details before you accept the scope. This worksheet is not legal, tax or investment advice.

Question; responsible person; response deadline:

Cost and hours to deliver; expected contribution:

Decision: clarify / decline / proceed under the agreed terms:

A renewal should use actual delivery, costs and reporting from the pilot rather than a bigger unsupported promise.

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