



**SICRO MANAGEMENT  
SPONSORSHIP GUIDE**

# The Introduction

G'day, I am Max Britton and I have been helping content creators get sponsorships for over three years. I always get asked... How can I get sponsorship from creators of all sizes? And this document should hopefully assist you.



My journey, from collaborating with influencers of all scales to owning a thriving marketing agency, has equipped me with a profound understanding of crafting impactful brand narratives. I've witnessed the sway of influencers in shaping consumer perceptions, and I'm here to share insights and strategies that drive real results.

Join me as we explore the evolving landscape of marketing, delving into influencer collaboration strategies, deciphering essential metrics, and uncovering the keys to genuine customer connections. If you ever wish free assistance, please contact me:

[max@sicromgmt.com](mailto:max@sicromgmt.com)

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## What is a Sponsorship?

A sponsorship may come in many different forms such as dedicated videos, product reviews, ad-rolls. The most common ads you will see are ad-rolls, which are short 30s-90s shoutout of the company that is sponsoring the video. In the simplest form of explaining a sponsorship - A sponsorship is the payment from BRAND to CREATOR to promote, endorse, share, pitch the "product" to the content creators audience. The goal of sponsorships for brands can vary, however, more often than not they are to.

1. Sell a product to your audience
2. Grow brand awareness of their product or company
3. Lead Generation
4. Downloads

# Is a Sponsorship right for me?

Accepting a YouTube sponsorship, like any decision, has its pros and cons. Whether someone should or should not do a YouTube sponsorship depends on their individual goals, values, and circumstances. Here are some factors to consider:

## Reasons to Do a YouTube Sponsorship:

1. **Monetary Compensation:** Sponsors often provide financial compensation to YouTubers in exchange for promoting their products or services. This can be a significant source of income, especially for creators with large audiences.
2. **Exposure and Growth:** Collaborating with sponsors can introduce your channel to a wider audience. If the sponsor has a larger following, you might gain new subscribers and viewers.
3. **Professionalism:** Partnering with reputable brands can lend credibility to your channel and position you as a professional content creator.
4. **Access to Resources:** Some sponsors provide creators with resources, such as equipment, products, or expertise, which can enhance the quality of your content.
5. **Networking Opportunities:** Sponsorships can open doors to networking opportunities within your industry, connecting you with other creators, companies, and professionals.
6. **Diversification of Income:** Relying solely on ad revenue from YouTube can be unpredictable. Sponsorships offer an additional revenue stream, reducing financial risk.

## Reasons Not to Do a YouTube Sponsorship:

1. **Authenticity Concerns:** Accepting sponsorships that don't align with your content or values can come across as inauthentic to your audience, potentially leading to a loss of trust.
2. **Loss of Creative Control:** Some sponsors might have strict requirements for content, limiting your creative freedom and forcing you to create content that doesn't resonate with your audience.
3. **Negative Audience Reaction:** If your audience feels that sponsorships are taking precedence over content they enjoy, they might become disengaged or even unsubscribe.
4. **Time and Effort:** Managing sponsorships can be time-consuming. Negotiating terms, creating content, and fulfilling sponsorship obligations can detract from focusing on your core content. However, if you stick around this course will hopefully assist you.
5. **Legal and Ethical Considerations:** You need to clearly disclose your sponsored content to comply with legal regulations and maintain transparency with your audience.
6. **Risk to Reputation:** Associating with a disreputable brand or a controversial product can damage your reputation and credibility as a content creator.

Ultimately, the decision to do a YouTube sponsorship should be based on a careful assessment of these factors and a clear understanding of your audience's expectations. If you decide to pursue sponsorships, it's important to maintain transparency, ensure a good fit between your content and the sponsor's offering, and prioritize the long-term trust of your audience.

# The Process

Getting a YouTube sponsorship involves several key steps:

- 1. Build a Strong Channel:** Create high-quality, engaging content that resonates with your target audience. A well-established and active subscriber base is attractive to potential sponsors. -- This course is for people who have an established channel and community.
- 2. Identify Potential Sponsors:** Research and identify brands or companies that align with your content and values. Consider products or services that would genuinely interest your audience.
- 3. Contact Prospective Sponsors:** Reach out to potential sponsors through email, social media, or networking events. Express your interest in a partnership and explain how their offering aligns with your channel.
- 4. Create a Media Kit:** Prepare a media kit that showcases your channel's statistics, audience demographics, engagement metrics, and past collaborations. This demonstrates your reach and effectiveness as an influencer.
- 5. Negotiate Terms.** If a sponsor shows interest, negotiate terms such as compensation, deliverables (e.g., video mentions, dedicated videos, product placements), timeline, and creative freedom.
- 6. Disclose and Transparency:** Clearly disclose sponsored content to your audience as required by law and ethical guidelines. Transparency is crucial for maintaining trust with your viewers.
- 7. Create Sponsored Content:** Develop content that seamlessly integrates the sponsor's message with your usual style. Ensure the content is valuable to your audience and aligns with your brand.
- 8. Submit for Approval:** If required, submit the content to the sponsor for approval. Be prepared to make necessary revisions based on their feedback.
- 9. Publish and Promote:** Once the content is approved, publish it on your channel. Promote the sponsored content across your social media platforms to maximize its reach.
- 10. Measure Results:** Analyse the performance of the sponsored content. Monitor metrics like views, engagement, and conversions to assess the effectiveness of the partnership.
- 11. Maintain Relationships:** Foster positive relationships with sponsors by delivering on your commitments and exceeding expectations. A successful collaboration may lead to future partnerships.
- 12. Adapt and Improve:** Learn from each sponsorship experience to refine your approach. Adapt your content strategy based on audience feedback and the outcomes of past collaborations.

Remember that each sponsorship opportunity is unique, and the process might vary based on factors such as the sponsor's requirements, your niche, and your level of influence. It's

important to maintain your authenticity, provide value to your audience, and approach sponsorships as a mutually beneficial partnership.

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# Due Diligence

## What is it?

Due diligence is the process of vetting that something is 'real'. For example, if the company is a legitimate company, the Email is from someone from said company, and ensures that information is verified.

## Email Due Diligence

Email due diligence is a key step in doing anything with a company or person. There are many scams that lurk around the YouTube industry, such as fishing links that collect your personal information, to hacking your YouTube account.

Email Due Diligence is done by verifying that the domain is correct from the sender. For example, you may get an Email from an account that is pretending to be "Roblox", however instead of the domain being along the lines of *jack@roblox.com* it would be [jack@roblox.com](mailto:jack@roblox.com).

## Company Due Diligence

Once you have vetted that the Email is from the correct domain, you should ensure that the company is a legitimate company that doesn't have foul intentions. The recommended company due diligence would be the following.

Ensure that the website is what they are claiming to be. Look at company reviews and a mini-Google search.

Ensure that the company is a registered entity, most companies display a public company/business number on the website which can be searched up within the country the company is registered in - You will always be able to ask for this information. Some countries may only have a database that stores different information that isn't a company number.

## Contract Due Diligence

Contract due diligence is a critical process for content creators when signing YouTube contracts. It involves carefully reviewing and understanding the terms and conditions of the agreement to protect their interests, ensure fair treatment, and foster a successful partnership.

### Understanding key terms:

**Content Creator:** The individual or entity who owns and operates the YouTube channel and creates the content that is subject to the contract. (You)

**YouTube Channel:** The specific YouTube account or platform where the Content Creator uploads and shares their videos and content. (You)

**YouTube Agency/Network:** The company or entity that represents and partners with the Content Creator to provide various services, brand collaborations, and support for the channel.

**Commission:** The percentage of revenue earned from brand deals, advertisements, or other monetization methods that the Content Creator agrees to share with the YouTube Agency.

**Exclusivity Clause:** A provision in the contract that restricts the Content Creator from working with other YouTube agencies or competitors during the contract's duration.

**Term/Term Length:** The duration of the contract, specifying the start and end date of the partnership between the Content Creator and the YouTube Agency.

**Termination Clause:** The conditions under which either party can terminate the contract before its specified end date, including any notice period and penalties for early termination.

**Deliverables:** The specific content or services the Content Creator is expected to provide during the term of the contract. This may include a minimum number of videos per month or specific types of content.

**Intellectual Property Rights:** The ownership and control of the content and any intellectual property created by the Content Creator during the partnership.

**Brand Partnerships/Collaborations:** Agreements between the YouTube Agency and external brands that the Content Creator may be involved in, creating sponsored content or brand integrations.

**Payment Terms:** The terms specifying how and when the Content Creator will receive compensation for their content, including payment methods and frequency.

**Performance Metrics:** The criteria used to measure the success and performance of the Content Creator's YouTube channel, such as views, watch time, subscriber growth, and engagement rates.

**Reporting:** The process by which the Content Creator provides updates and data on their channel's performance to the Agency, brand, company or business.

**Indemnification:** A clause that protects both parties from legal liabilities and requires one party to compensate the other for any losses, damages, or legal expenses incurred due to a breach of the contract.

**Non-Disclosure Agreement (NDA):** A separate agreement that may be included in the YouTube contract, outlining the confidentiality obligations of both parties regarding sensitive information.

**Dispute Resolution:** The process for resolving conflicts or disputes that may arise during the contract term, which may include mediation or arbitration.

**Governing Law:** The specific jurisdiction or legal system under which the contract is governed, and any legal disputes are resolved.

Remember that contracts may vary in content and complexity based on the specific agreements and services offered by the YouTube Agency. It's crucial for content creators to carefully review and seek legal advice if needed to fully understand the terms and conditions before signing any contract.

*Disclaimer:*

**Research and Understand Your Rights:** Before signing any contract, familiarize yourself with your legal rights as a content creator. Educate yourself on YouTube's policies, copyright laws, and other relevant regulations that may apply to your content. Research your rights in the country that you live in, and the laws and regulations of the country that the company is based in / operates in.

**Seek Legal Advice:** When in doubt about a contract's legality or complexity, consult with a legal professional specializing in entertainment or contract law. A lawyer can review the terms, identify potential issues, and guide you through the contract negotiation process.

**Red Flags** in YouTube contracts, some actions or provisions can be considered unfair or even illegal, as they may violate content creators' rights or contravene applicable laws and regulations. Here are some examples: (edited) **Unfair Payment Terms:** Contracts that delay or withhold payment without valid reasons or set excessively low commission rates can be unfair to content creators. *Note: Many companies use clauses that are very vague and unclear, and may abuse that later on - Ensure everything in the contract is straight forward*

**Excessive Exclusivity:** Overly restrictive exclusivity clauses that prevent content creators from working with other YouTube agencies or brands for an extended period can limit their earning potential and creative opportunities.

**Ambiguous Content Ownership:** Contracts that do not clearly outline content ownership rights can lead to disputes over intellectual property and how the content can be used or monetized.

**Exploitative Intellectual Property Licensing:** Contracts that grant the YouTube agency or brand overly broad or perpetual rights to the content without appropriate compensation can be exploitative.

**Unreasonable Termination Clauses:** Contracts with unfair termination clauses, such as excessively long notice periods or hefty penalties for early termination, can restrict content creators' freedom to end the agreement.

**Misleading or Deceptive Clauses:** Contracts that include deceptive provisions or misrepresentations, such as promising unrealistic revenue or growth, can be considered illegal.

**Violation of YouTube Policies:** Contracts that encourage or require content creators to engage in practices that violate YouTube's terms of service or community guidelines can be both unfair and illegal.

**Non-Compete Agreements:** Contracts that include non-compete clauses preventing content creators from working in similar niches or with competing agencies can be excessively restrictive and potentially illegal in some jurisdictions.

**One-Sided Indemnification:** Contracts that place all legal liabilities on the content creator without offering reciprocal protection to the YouTube agency or brand can be one-sided and unfair.

**Non-Disclosure Agreements (NDAs) That Stifle Transparency:** NDAs that excessively restrict content creators from discussing their experiences, issues, or compensation can hinder transparency and accountability.

**Breach of Privacy:** Contracts that request personal information beyond what is necessary for the partnership may infringe on content creators' privacy rights.

**False information:** Companies may put information into the contract or alter agreements within the contract such as price or other agreed upon clauses. Signing a contract makes you legally obligated to abide by said contract, unless it will not be legally upheld in a court of law.

When in doubt, seek assistance.

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## Conduct

As YouTube creators and businesses engage in communication via emails, the importance of politeness cannot be overstated. Politeness in YouTube emails fosters positive relationships, enhances professionalism, and opens doors to valuable opportunities. This section explores the reasons why being polite in all YouTube emails is a commendable and beneficial practice.

**Establishes a Positive First Impression:** Politeness is the key to leaving a lasting positive impression on the recipient of your email. The first few lines of an email set the tone for the entire conversation. A polite and respectful greeting instantly establishes a sense of warmth and professionalism. This initial goodwill can influence how the recipient perceives you and your brand, making them more receptive to your message and potential collaboration opportunities.

**Cultivates Respectful Communication:** Polite language promotes respectful communication, which is crucial for maintaining healthy relationships in the YouTube community. Respect for others' ideas, opinions, and time creates a positive atmosphere, even during discussions or negotiations. Being polite shows that you value the recipient's perspective and are willing to engage in a constructive dialogue.

**Encourages Cooperation and Collaboration:** In the YouTube ecosystem, collaboration is a powerful strategy to grow audiences and achieve mutual success. Polite language in emails demonstrates genuine interest and enthusiasm for working together, making potential collaborators more inclined to consider your proposal. A polite approach conveys professionalism and builds trust, leading to fruitful partnerships that benefit all parties involved.

**Enhances Professionalism and Credibility:** A professional demeanour is essential for gaining credibility in the YouTube business realm. Polite emails exude professionalism and attention to detail, reflecting positively on your brand or channel. Demonstrating that you can conduct yourself with courtesy in written communication showcases your commitment to maintaining high standards in all aspects of your YouTube business.



. **Reduces Misunderstandings and Conflict:** Clear communication is crucial to avoid misunderstandings and conflicts in any professional relationship. Politeness encourages openness and transparency, as both parties feel comfortable expressing their thoughts and concerns. A polite tone can also help soften potentially sensitive topics, preventing heated arguments and maintaining a constructive conversation. (edited) **Upholds Brand Reputation:** As a YouTube creator or representative of a business, your brand's reputation is a valuable asset. Polite communication in emails reflects positively on your brand's image and values. People are more likely to associate with and support brands that demonstrate respect and courtesy in their interactions. A polite reputation can attract viewers, customers, and potential partners who align with your brand's ethos.

**Promotes Long-Term Relationships:** YouTube success often depends on building long-term relationships with viewers, fellow creators, and companies. Politeness in all emails assists these relationships, fostering loyalty and a sense of community. A pleasant experience with a polite creator or business representative encourages recipients to engage with you in the future and may even lead to referrals to other companies, or creators.

**Conclusion:** Politeness in all YouTube emails is a powerful tool that cultivates positive interactions, fosters cooperation, and reinforces professionalism. By being polite, you can create a welcoming and respectful environment that paves the way for valuable partnerships and long-term success. Embracing politeness in your email communications not only reflects well on your brand but also enriches the YouTube community as a whole, promoting collaboration, understanding, and growth.

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## Networking

As a YouTuber, the importance of networking cannot be overstated. Building meaningful connections with fellow creators, industry professionals, and potential collaborators can significantly impact your channel's growth, visibility, and success. In this document, we will explore the various reasons why networking is crucial for YouTubers and how it can contribute to your journey as a content creator.

**Creating Supportive Communities:** Networking allows YouTubers to become part of supportive communities, where creators can share experiences, ideas, and advice. Engaging with like-minded individuals can provide valuable insights, guidance, and emotional support, especially during challenging times or creative blocks such as this server. By exchanging knowledge and experiences, creators can learn from each other and collectively enhance their content creation skills.

**Cross-Promotion and Collaborations:** Networking opens the door to exciting cross-promotional opportunities and collaborations. Partnering with other content creators in your niche or related fields can expose your channel to a broader audience. Collaborative projects introduce your content to new viewers, potentially increasing your subscriber count and enhancing your channel's credibility. Moreover, collaborating with diverse creators can bring fresh perspectives and innovative ideas to your videos.

**Learning and Professional Development:** Networking gives YouTubers the chance to learn from experts, industry leaders, and successful creators. Engaging with professionals who have experience in content creation, marketing, and audience engagement can provide valuable insights and strategies for improving your channel's performance. Workshops,

conferences, and online webinars offer opportunities to enhance your skills, stay updated with industry trends, and adopt new techniques to boost your content's quality.

**Access to Resources and Sponsorship Opportunities:** Through networking, YouTubers can gain access to valuable resources, tools, and sponsorship opportunities. Industry professionals and brands often scout for potential influencers and collaborators within their networks. A strong network can increase your visibility to potential sponsors, leading to profitable partnerships that support your content creation journey financially.

**Receiving Feedback and Constructive Criticism:** Networking allows YouTubers to receive valuable feedback and constructive criticism from peers. Honest evaluations from fellow creators can help identify areas for improvement and refine your content strategy. This feedback loop can lead to meaningful growth, helping you tailor your content to better resonate with your audience and increase engagement.

**Building Brand Awareness and Authority:** Networking enhances your brand's (channel) visibility and authority within your niche. Being an active participant in relevant communities or events can establish you as a reputable figure in your field. This credibility can attract more subscribers, partnerships, and potential opportunities for your channel.

**Collaboration with Industry Experts and Influencers:** As your network expands, you may have the chance to collaborate with industry experts, thought leaders, and well-known influencers. Such collaborations lend credibility to your content and demonstrate your channel's value. Additionally, working with renowned personalities can attract more attention to your channel and significantly boost your subscriber base.

**Conclusion:** In conclusion, networking is an essential aspect of your journey towards success and growth. By building connections, engaging with supportive communities, collaborating with fellow creators, and learning from industry professionals, YouTubers can enhance their content, reach a wider audience, and attract valuable opportunities. Embracing networking as an integral part of your content creation process can lead to profound personal and professional development, ultimately strengthening your position in the dynamic and competitive world of YouTube. Remember, as you network and connect with others, always be genuine, supportive, and willing to reciprocate, as building meaningful relationships is at the heart of successful networking.

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## Agencies

In today's digital age, influencer marketing has become an integral part of brand promotion and online advertising. Influencer marketing agencies play a crucial role in facilitating collaborations between content creators and brands. For YouTubers, signing with an influencer marketing agency can offer numerous advantages, but it's essential to understand the dynamics and consider various factors before making a decision.

### **What is an Influencer Marketing Agency?**

An influencer marketing agency is a professional entity that connects influencers, such as YouTubers, with brands for mutually beneficial partnerships. These agencies act as

intermediaries, managing campaigns, negotiating contracts, and ensuring that both the influencer and the brand receive value from the collaboration. Their expertise lies in identifying suitable influencers for specific brand objectives, strategizing campaign execution, and measuring the impact of influencer-driven marketing initiatives. Advantages of Joining an Influencer Marketing Agency:

- 1. Streamlined Brand Collaborations:** An influencer marketing agency can simplify the process of collaborating with brands by handling negotiations, contract management, and campaign logistics. They have existing relationships with brands and can match YouTubers with suitable partnerships, saving time and effort in seeking collaborations independently.
- 2. Access to Diverse Opportunities:** By signing with an agency, YouTubers gain access to a wider range of brand partnerships and campaigns. Agencies work with various brands across industries, offering a diverse pool of opportunities that align with the YouTuber's niche, content style, and target audience.
- 3. Professional Guidance and Support:** Influencer marketing agencies have in-depth knowledge and experience in the industry. They can provide valuable guidance and support to YouTubers, helping them refine their content strategy, audience targeting, and campaign execution. Agencies often offer resources, industry insights, and best practices that can enhance a YouTuber's growth and success.
- 4. Negotiation and Contract Expertise:** Negotiating fair compensation and securing favourable contract terms can be challenging for YouTubers, especially those new to the influencer marketing landscape. Influencer marketing agencies have expertise in navigating these aspects, ensuring that creators receive appropriate compensation and are protected by well-defined agreements.

### **Considerations for Joining an Influencer Marketing Agency:**

- 1. Agency Reputation and Track Record:** Before signing with an agency, it's crucial to research their reputation, client portfolio, and success stories. Look for agencies that have a proven track record of securing meaningful brand partnerships and delivering results for their influencers.
- 2. Alignment with Personal Brand and Values:** Ensure that the agency's values, mission, and client roster align with your personal brand. Consider whether the agency's existing partnerships and campaigns resonate with your audience and content style. Authenticity and maintaining a genuine connection with your viewers should remain a priority.
- 3. Agency Fees and Contracts:** Understand the agency's fee structure, including any commission or service fees, and evaluate their impact on your potential earnings. Additionally, carefully review the contract terms, duration, exclusivity clauses, and termination policies to ensure they align with your goals and aspirations.
- 4. Personal Preference and Control:** Some YouTubers prefer to handle collaborations independently to maintain full creative control and retain direct relationships with brands. Consider whether the involvement of an agency aligns with your personal preferences and goals as a content creator.

## Conclusion:

Signing to an influencer marketing agency can be a strategic move for YouTubers seeking to expand their brand partnerships and gain professional support in their influencer journey. Agencies offer valuable connections, expertise, and guidance that can enhance a YouTuber's growth and success. However, it's crucial to conduct thorough research, evaluate agency reputations, and consider personal preferences and goals before signing with an agency. By making an informed decision, YouTubers can maximize their potential for meaningful collaborations while maintaining control over their creative output and brand identity. However, signing to an agency should be a long hard thought and evaluate all outcomes and select which is best for you.

**My Personal Opinion:** I do not recommend signing to agencies full stop.

*Skip if this is not for you.*

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# Signing to an agency

Signing with a YouTube agency can be a transformative step for content creators, providing them with invaluable support, resources, and brand opportunities. The process of joining a YouTube agency involves various stages, from the initial contact to the finalization of the legal agreement. In this document, we will explore each step in detail, shedding light on the journey of signing with a YouTube agency and the importance of effective communication, negotiation, and legal work throughout the process.

**Negotiations:** Negotiating a YouTube agency contract is a crucial step in establishing a successful partnership with the agency and ensuring that both parties' interests are protected. This process involves careful consideration of various terms and conditions, commission rates, exclusivity clauses, and other essential details. In this document, we will provide a comprehensive guide to help content creators navigate the negotiation process confidently and secure a fair and mutually beneficial contract with a YouTube agency.

**Thoroughly Review the Agency's Offer:** Before entering into negotiations, carefully review the agency's initial offer and contract terms. Understand the commission rates, services provided, exclusivity requirements, and the duration of the partnership. Take note of any potential conflicts of interest with existing brand deals or competitors.

**Set Clear Objectives and Expectations:** Establish your goals and expectations for the partnership. Determine what specific services and resources you require from the agency to support your channel's growth. Be clear about your creative control and how much influence the agency will have over your content.

**Research Industry Standards:** Research prevailing industry standards for YouTube agency contracts to gain insights into typical commission rates, contract lengths, and terms. This knowledge will help you assess whether the agency's offer aligns with industry norms and enables you to make informed negotiation decisions.

**Identify Points for Negotiation:** Identify specific aspects of the contract that you wish to negotiate. Focus on areas that are critical to your channel's success and align with your

goals. Potential negotiation points may include commission rates, the frequency of payment, termination clauses, and the level of exclusivity.

**. Be Professional and Respectful:** Approach negotiations with a professional and respectful demeanour. Avoid being confrontational or aggressive, as maintaining a positive relationship with the agency is essential. Clearly express your needs and concerns without burning bridges.

**Communicate Your Value:** During negotiations, emphasize your value as a content creator. Highlight your channel's metrics, engagement rates, and audience demographics. Demonstrate how your content aligns with the agency's target audience and can contribute to their brand partnerships.

**Negotiate Commission Rates:** Commission rates are a key aspect of YouTube agency contracts. Discuss the possibility of adjusting the commission rates based on your channel's performance, growth, and the duration of the partnership. Aim for a rate that is fair and in line with industry standards.

**Clarify Exclusivity Requirements:** Exclusivity clauses may limit your ability to work with other agencies or brands. Discuss the scope and duration of exclusivity to ensure it aligns with your channel's long-term goals. Seek flexibility, especially if exclusivity hampers other potential brand collaborations.

**Discuss Creative Control:** Preserving your creative control is crucial to maintaining the authenticity of your content. Clarify the level of creative control you will retain and how the agency's input will be incorporated into your content. Aim for a balance that respects your creative vision while benefiting from the agency's expertise.

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## Media Kits

A media kit for a content creator is a document that serves as a portfolio for your brand and online presence. It is essentially a promotional tool used to showcase the content creator's work, achievements, and potential to potential collaborators, sponsors, brands, and media outlets. The media kit typically includes essential information and statistics that provide insights into the creator's audience, reach, and engagement. The contents of a media kit can vary depending on the creator's niche and goals, but some common elements include:

- 1. Brand Identity:** An introduction to the content creator, including their brand name, logo, tagline, and a brief overview of their content and style.
- 2. About Me/About Us:** A section that delves deeper into the content creator's background, story, and mission. This section often includes a personal bio, a summary of the creator's journey, and the values that drive their content creation.
- 3. Audience Demographics:** Information about the content creator's audience, including age groups, gender distribution, geographic location, and interests. These statistics provide valuable insights to potential collaborators about the target audience they can reach through the creator's content.

4. **Social Media Statistics:** Metrics and analytics from various social media platforms used by the content creator, such as YouTube, Instagram, Twitter, Facebook, and others. This includes the number of followers, engagement rates, impressions, and other relevant data.
5. **Content Performance:** An overview of the content creator's most successful and popular pieces of content, showcasing the videos or posts that have garnered the most views, likes, shares, or comments.
6. **Partnerships and Collaborations:** Highlights of past successful brand partnerships and collaborations, including testimonials or quotes from satisfied partners.
7. **Media Coverage:** If applicable, any media coverage or features the content creator has received from reputable outlets, demonstrating their credibility and influence in the industry.
8. **Contact Information:** Clear and easily accessible contact details for the content creator, including email, social media handles, and website.

The media kit is typically presented in a visually appealing format, with attention to branding and aesthetics. It may be available as a downloadable PDF on the content creator's website or provided upon request to interested parties.

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## Securing Sponsorships

First, you must secure a sponsorship with a brand or company. This is usually done by an Email from a company to your YouTube business Email address that you have attached to your channel, or yourself reaching out to a company.

### Initial Contact

#### Received an Email

It is certainly easier to secure a sponsorship if the company has reached out to you via an Email, this means that the company is already interested in your channel. Most companies target specific niches and genres, in addition to demographics in various marketing campaigns.

Most initial Emails may be a copy and paste, and usually explains to you that **X** company is interested in working with you. More often than not they will not have a set price attached to that Email, however in the off chance they have remember that they will always low ball you as they will do anything to save money.

### Outreach

Not all the time you will get an offer that you find acceptable, or you have a keen eye for a company that you wish to be sponsored by. This is where outreach comes into play. Outreach is simply putting it, reaching out to a company for a sponsorship. This is usually done by contacting the marketing manager via an Email. More often than not, finding Emails for the right person will be more challenging and sometimes may not be possible.

The best way to find an Email is to contact a support Email and ask for a contact within the company, in addition to using <https://linkedin.com/> and connect with various managers. In

addition, asking content creators that you have networked with is helpful as they may be able to directly set something up.

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# Knowing Your Value

## Knowing Your Worth

Knowing how much you are truly worth is massive, as you do not want to undersell yourself as a content creator -> Nor, do you want to oversell yourself and lose potential "clients".

**Evaluating Your Brand,** The first step in determining sponsorship pricing is to evaluate your channel's performance metrics. Key factors to consider include the average number of views per video, total subscribers, audience demographics, and engagement rates. These metrics provide an objective measure of your channel's reach and potential to influence the target audience of potential sponsors. The more significant your channel's impact, the more you can charge for a sponsorship.

Your niche within the YouTube community plays a vital role in pricing a sponsorship. Niche content creators often have a more engaged and dedicated audience, making them attractive to brands seeking targeted marketing. If your channel caters to a specific niche and has a loyal following, you can justify higher sponsorship fees, as your content has a higher chance of resonating with the brand's target market.

Review past sponsorships to understand their performance and impact on your channel. Consider factors like views, engagement, and feedback from your audience regarding sponsored content. Brands are often interested in this data to gauge the potential return on investment of a sponsorship. If previous collaborations have been successful in terms of views, conversions, or brand exposure, use this evidence to support your pricing strategy.

The standard CPM (click per mile) is around \$10-30 USD. \$15 is a fair CPM and is a CPM that most content creators are happy with.

A fair rate for per 100k views is \$2000 USD+  
A fair rate for per 50k views is \$600-1000 USD.  
A fair rate for per 25k views is \$200-300 USD.

However, pass a few hundred thousand views, prices tend to skyrocket and you must rely on high balling to land on a good price.

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# Negotiation

It is vital that you know and understand that **THE FIRST OFFER IS NEVER THEIR HIGHEST**. As a company, they want to save every penny, hence low balling the first offer.

**Brand Awareness** It is also vital to understand that various companies have drastically different marketing budgets, let's compare Raid Shadow Legends to a new company. Raid Shadow legends is owned by Plarium and is worth over \$500M and spent \$8.66M on influencer marketing just in six months in 2021. Thoroughly research the brand or company you wish to collaborate with. Familiarize yourself with their products, values, and target audience. Understanding the brand's goals and preferences will enable you to tailor your pitch to showcase how your content aligns with their marketing objectives. This preparation

shows professionalism and genuine interest in the partnership, increasing the likelihood of a successful negotiation.

Compared to a smaller brand who may be relatively small or new, they tend to have a much smaller marketing budget and much more hesitant to splurge on campaigns.

*The point is, let's say you are a YouTuber.*

With a very loyal fanbase and you average 100k views per video -- and Plarium offers you a deal for \$2000 USD as an initial offer. Knowing the fact that Plarium is a massive company and has a massive marketing budget you will always be able to highball them at the other end with around \$6000 USD.

Plarium may accept the offer, however, may not and have a counteroffer around \$3500 USD. If you are satisfied with this amount, you can accept that offer. However, if the company reaches out to you -- they are more inclined to not call the deal off if you keep highballing them.

*Let us put this into perspective.*

You are the same person, and they offered \$3500 USD, and you want to push for more. You can always counter-offer again, and push to \$4000 - 5000 USD. I will not guarantee that the company will not back out, however it is extremely unlikely if they initiated the conversation.

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## Legal Contracts

YouTube sponsorships involve collaborations between content creators and brands to promote products or services to the creator's audience. To ensure a clear understanding of responsibilities, deliverables, and compensation, it is recommended to have legally binding contracts in place. These contracts protect the interests of both parties and establish a professional and transparent relationship. In this document, we will outline the key elements to include in legal contracts for YouTube sponsorships.

**Parties Involved:** Clearly identify and state the legal names of both parties involved in the sponsorship agreement. This includes the content creator (YouTuber) and the sponsoring company or brand.

**Scope of Work:** Define the specific tasks and deliverables expected from the content creator as part of the sponsorship. This may include creating sponsored videos, social media posts, blog posts, or other promotional content.

**Timeline:** Set clear deadlines for the completion of the sponsored content and any additional promotional activities. Clearly state the start and end dates of the sponsorship period.

**Compensation:** Clearly outline the agreed-upon compensation for the content creator's services. This may include a flat fee, commission, product samples, or a combination of these.

**Payment Terms:** Specify the payment terms, including the amount, method of payment, and any milestones for partial payments. Include details on late payment penalties if applicable.

**Rights and Usage:** Clearly define the rights and usage of the sponsored content. Outline whether the brand or content creator retains ownership of the content and whether the brand has the right to use the content for their marketing purposes.



**Exclusivity:** State whether the sponsorship agreement includes exclusivity, preventing the content creator from promoting competing brands during the sponsorship period.

**Promotion and Disclosures:** Clearly specify any requirements for the content creator to disclose the sponsored nature of the content to their audience. This ensures compliance with relevant advertising and disclosure regulations.

**Confidentiality / Non-Disclosure Agreement (NDA):** Include a confidentiality clause to protect any sensitive information shared during the course of the sponsorship.

**Termination Clause:** Define the conditions under which either party may terminate the sponsorship agreement. Include any notice periods required for termination.

**Indemnification:** Include an indemnification clause to protect both parties from any legal claims or liabilities arising from the sponsored content.

**Dispute Resolution:** Specify the method of dispute resolution, such as arbitration or mediation, to resolve any disagreements between the parties.

**Governing Law:** State the governing law that will apply to the contract. This is usually the jurisdiction where the content creator is based.

**Signatures:** Ensure that both parties sign and date the contract to indicate their acceptance and agreement to the terms.

Legal contracts for YouTube sponsorships are essential for creating a clear and professional working relationship between content creators and sponsoring brands. These contracts protect both parties' interests, outline the scope of work, compensation, rights, and responsibilities, and help avoid misunderstandings or disputes. It is crucial for content creators and brands to carefully draft and review these contracts to ensure a successful and mutually beneficial collaboration.

## Tax Forms

All **US** based companies should require you to provide a **W-8BEN** or **W-9** tax form - For sponsorships over a few hundred dollars. This simply is for the taxation purposes for the company for the end of fiscal year accounting and tax.

W-8 BEN tax forms are for people who are not based in the US. (<https://www.irs.gov/pub/irs-pdf/fw8ben.pdf>)

W-9 tax forms are for US citizens. (<https://www.irs.gov/pub/irs-pdf/fw9.pdf>)

Many other countries have different laws and regulations to tax forms, it is required by law in most countries to have a tax form. However, please also seek legal advice if required.

# Production

Creating the Ad is a vital step, as this creates a benchmark for future sponsors and ensures that the client is happy. Explaining the product in the most clear and simple way works best for the most part. Successful sponsorships generate a high click through rate by using call to actions at the end of the sponsored segment.

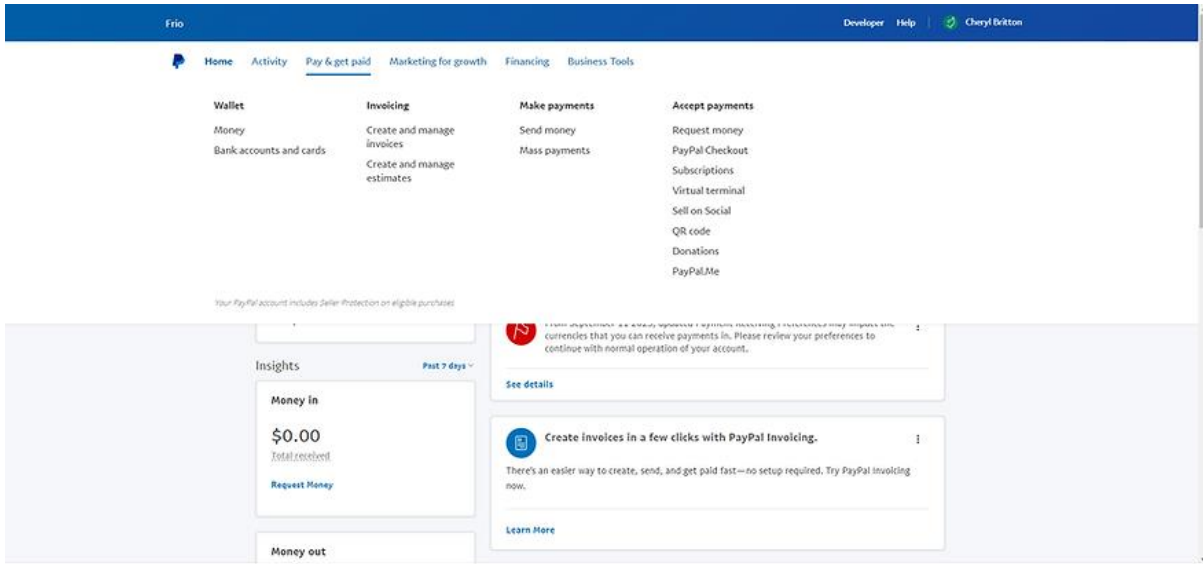
From experience, people whom have microphones and use their own voice and face have the best outcomes for paid sponsorships as the viewer base has built a trust with that creator. All ad sponsorship segments should keep the viewer engaged throughout so YOU don't lose viewers, and the client doesn't have a flop ad. Creating a good YouTube sponsor segment requires careful planning and execution to ensure a positive reception from the audience. Firstly, it's important to integrate the sponsored content seamlessly into the video's narrative or theme, rather than interrupting the flow abruptly. This can be achieved by aligning the sponsor's product or service with the video's topic or incorporating it into a relevant storyline. Secondly, transparency is crucial. Clearly communicate to the audience that the segment is a sponsored endorsement, maintaining trust and honesty. Thirdly, focus on showcasing the value and benefits of the sponsored product or service through genuine enthusiasm and personal experiences. Avoid sounding overly promotional or insincere, as authenticity is key. Additionally, providing exclusive discounts, giveaways, or unique offers for viewers can further engage and incentivize them. Lastly, pay attention to the overall production quality, ensuring that the sponsor segment is well-shot, edited, and visually appealing. By considering these aspects and delivering valuable content, creators can create effective YouTube sponsor segments that resonate with their audience.

# Getting Paid

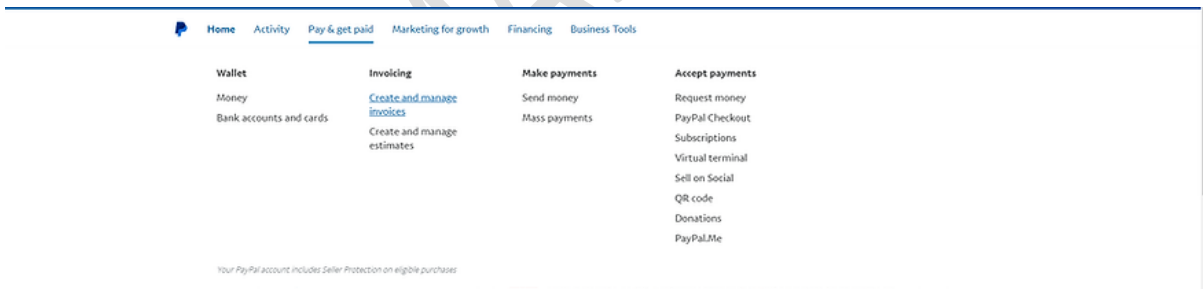
After you have gotten the green light to publish, and after you have posted it is time to get paid. Most common payment methods are PayPal and bank invoices.

## PayPal Invoices

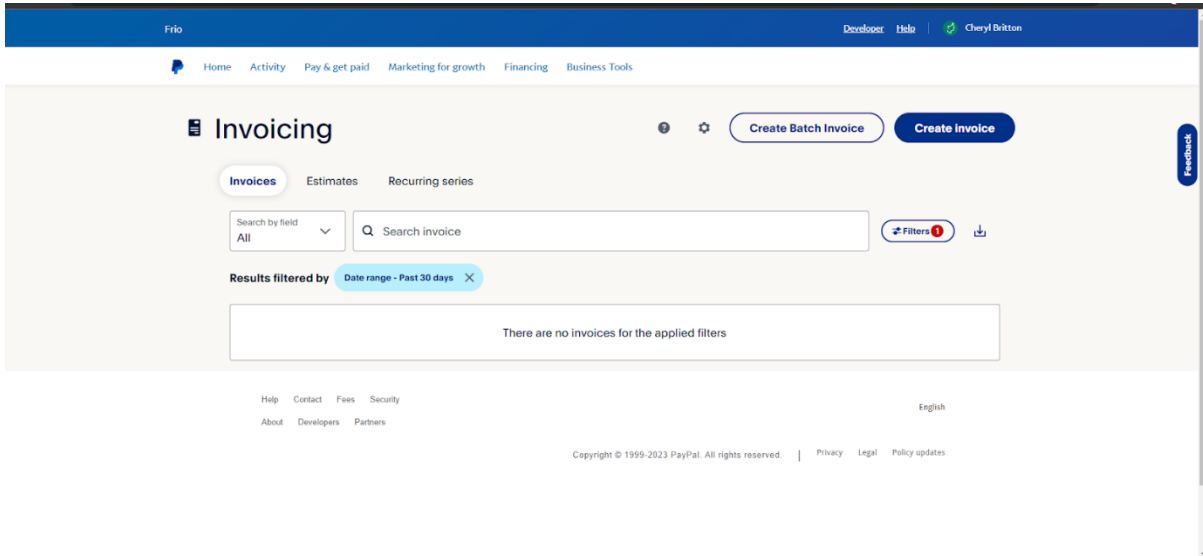
### 1. Go to "Pay & get paid" tab



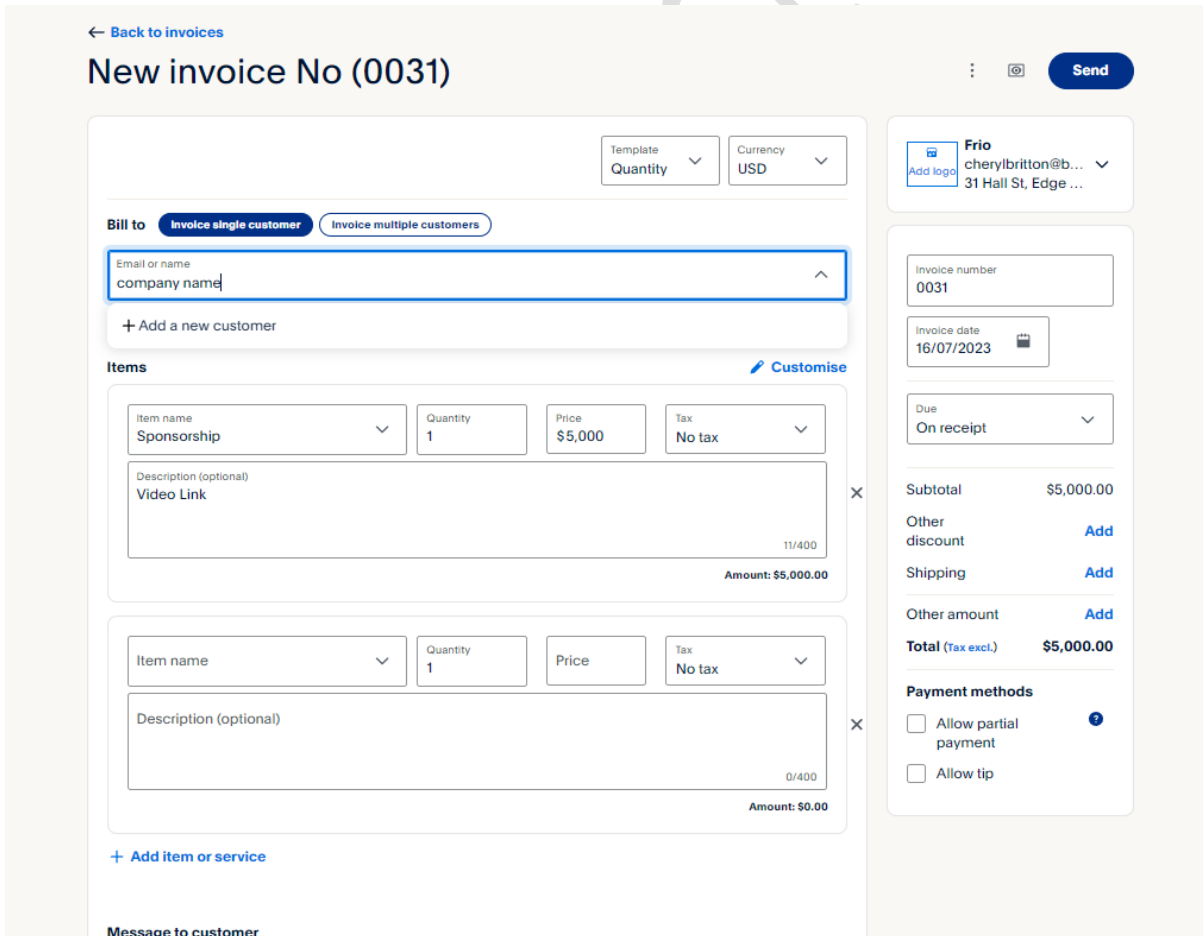
### 2. Click "Create and manage invoices"



### 3. Click "Create Invoice"



### 4. Fill out and then "Send"



For the most part once the payment is paid from the company, you will receive funds instantly unless PayPal puts it on hold.

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## Bank Invoices

You will need to send a PDF invoice to the company -> This is usually done via Microsoft Word invoice template or any online template, then exported as a PDF. An example is down below.

# INVOICE

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<b>DATE:</b> Date:	<b>TO:</b> Company name Company Address (if known) Company address Company name
<b>INVOICE #</b> 01	<b>FOR:</b> Name: Bank: INSERT YOUR ACCOUNT DETAILS:

SALESPERSON	ADDRESS	PAYMENT TERMS	DUE DATE
Your Name	32 County Road, Roblox	Due on receipt	1/30/23

QTY	DESCRIPTION	UNIT PRICE	LINE TOTAL
1	YouTube Sponsorship	\$300 USD	\$300
		<b>SALES TAX</b>	<b>0</b>
		<b>TOTAL DUE</b>	<b>\$300</b>

ALL PAYMENTS ARE TO BE IN (INSERT CURRENCY)



SICRO MANAGEMENT