

Sponsorship Term Sheet

Stream sponsorship agreement template — fill in the blanks, negotiate, then formalize with a contract.

1. Parties

- Brand / Sponsor: _____ ("Brand")
- Creator: _____ (Twitch: _____) ("Creator")
- Guild / Representative (if applicable): _____
- Date: _____ Campaign term: _____ to _____

2. Sponsored Segment Structure

- Sponsorship applies only to defined Sponsored Segments: _____ hour(s) per stream / _____ streams per _____, scheduled as follows: _____.
- All stream time outside the Sponsored Segments is non-sponsored and remains entirely the Creator's own, with no brand obligations of any kind.
- Sponsored Segment deliverables (gameplay, product feature, setup showcase, etc.): _____.

3. Disclosure & Compliance

- Sponsored Segments will carry clear disclosure (#ad or equivalent) per FTC guidelines.
- Creator will enable Twitch's branded-content tag for the duration of each Sponsored Segment.
- Disclosure obligations apply to Sponsored Segments only.

4. Creative Freedom & Conduct

- Brand imposes no restrictions on the Creator's speech, content, humor, or style outside the Sponsored Segments.
- No morality clause or conduct clause applies to the Creator's non-sponsored content. Any brand conduct standards are limited to the Sponsored Segments themselves.
- Sponsored Segment content guidelines (kept reasonable and agreed in advance): _____.

5. Creator Independence

- Creator remains an independent content creator. Nothing in this agreement creates employment, exclusivity, partnership, or agency with the Brand.
- No exclusivity. The Creator is never required to stream exclusively for the Brand, during or after the campaign term. The Creator may work with other sponsors and brands at any time.
- No brand-set schedule. The Brand does not set the Creator's streaming schedule. Sponsored Segments are booked at times the Creator chooses, agreed in advance: _____ (how segment times are confirmed).

- Creator keeps full control of their channel, content direction, and community. Channel ownership, accounts, and audience relationships stay with the Creator at all times.

6. Brand-Side Promotion

- Brand will promote the Creator on Brand's own channels during the campaign:
_____ (e.g., social posts, creator feature, campaign/event page listing).
- Minimum promotion commitment: _____ posts/features per _____.

7. Stream Embed

- Brand will embed the Creator's live stream (standard Twitch embed) on Brand's website during Sponsored Segments: _____ (page/placement).

8. Sponsored Segment VOD (Brand option)

- Brand may opt in to VOD distribution: [] Yes [] No (initial: _____).
- If opted in, the Creator will upload the Sponsored Segment VOD — the sponsored segment only, not the full stream — to the Creator's other platforms: _____ (e.g., YouTube, TikTok, X).
- Upload timing: within _____ days of each sponsored stream. The VOD stays live for at least _____.
- The uploaded VOD keeps clear #ad disclosure per FTC guidelines and each platform's own branded-content tools, same as the live Sponsored Segment.
- VOD distribution compensation: \$_____ per upload / included in the sponsorship fee / other: _____.
- Creator keeps ownership of the uploaded VOD and all channel accounts. Brand may request removal only of material it owns: _____.

9. Compensation

- Sponsorship fee: \$_____ per _____ (stream / week / campaign).
- Hardware / product: _____ (items provided, kept or loaned).
- Tracked link / discount code: code _____; commission _____% or \$_____ per conversion.
- Viewer giveaway budget: \$_____ (items, frequency, fulfillment by _____).
- Stream manager fee: _____% of the sponsorship fee, paid separately by Brand to the Guild / Representative: _____. This fee is in addition to, not deducted from, the Creator's sponsorship fee.
- Payment terms: _____ (net days, method).

10. Term & Termination

- Either party may end this agreement with _____ days' written notice.
- Fees for completed Sponsored Segments are non-refundable / refundable as follows:
_____.
- No clawback of compensation based on the Creator's non-sponsored content.

11. Signatures

Brand representative - signature / date

Creator - signature / date

Template for negotiation purposes - not legal advice. A term sheet outlines agreed deal points; have the final contract reviewed before signing.