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BONUS RESOURCE — THE YOUTUBE INCOME CODE

The Brand Deal Rate Card & Contract Template

Get Paid What You're Worth — And Get It in Writing

By Nicholas James

Before You Send Your First Pitch

Remember Chidi's ₦120,000 lesson from Chapter 6? He did the work, never got a contract, and the brand went quiet.

This resource makes sure that never happens to you. Use the rate card to know what to charge. Use the contract template to make sure you actually get paid.

Fill in your numbers once, and you'll have both ready to send the next time a brand slides into your DMs.

Part 1: Your Brand Deal Rate Card

These are the industry ranges from Chapter 5. Use them to calculate your own rate below — then keep this page bookmarked for every negotiation.

The Standard Formula

Deal Type	Rate per 1,000 Subscribers
Integrated mention (60–90 seconds in a regular video)	₹10,000 – ₹30,000
Dedicated video (entire video built around the brand)	₹30,000 – ₹80,000

Calculate Your Rate

Your current subscriber count: _____

Integrated mention rate (subscribers ÷ 1,000 × ₹10,000–₹30,000): _____

Dedicated video rate (subscribers ÷ 1,000 × ₹30,000–₹80,000): _____

Example: a creator with 5,000 subscribers and strong engagement can reasonably charge ₹50,000–₹150,000 for an integrated mention, and ₹150,000–₹400,000 for a dedicated video. Finance and tech niches can push toward the top of these ranges.

Your Quick-Reference Rate Sheet

Deal Type	Your Rate (₹)
Integrated mention	
Dedicated video	
Instagram/TikTok cross-post add-on	
Usage rights (brand repurposing your content)	
Rush fee (turnaround under 5 days)	

Before You Hit Send: Negotiation Reminders

- Never accept the first offer without checking it against your rate card.
- Always ask for at least 50% payment upfront.
- If a brand won't put the deal in writing, that's your answer — walk away.
- Your engagement rate matters as much as your subscriber count. If you have an unusually engaged audience, you're allowed to charge above the standard range.

Part 2: Your One-Page Brand Deal Contract

Copy this template for every brand deal. Fill in the blanks, send it before you create a single frame of content, and don't start work until it's signed by both sides.

SPONSORSHIP AGREEMENT

This agreement is made between (Your name / business name): _____

And (Brand name): _____

Date: _____

1. Deliverables

Content type (e.g. dedicated video, integrated mention): _____

Platform(s): _____

Length / duration: _____

Specific requirements or talking points: _____

2. Timeline

Content due date: _____

Brand review period (number of days): _____

Go-live date: _____

Content stays live for (duration): _____

3. Compensation

Total amount: _____

Currency: _____

Payment schedule: _____

☐ 50% due upfront before work begins

☐ Remaining balance due on go-live

4. Revision Policy

Number of revision rounds included: _____

Additional revisions charged at: _____

5. Usage Rights

☐ Brand may NOT repurpose this content in their own advertising

☐ Brand MAY repurpose this content — additional usage fee of ₦ _____

6. Kill Fee

If the brand cancels this agreement after work has begun, a kill fee of 50% of the total agreed amount is due within 7 days of cancellation.

7. Disclosure

This content will carry a clear verbal and written disclosure identifying it as sponsored, in line with YouTube's paid promotion policy.

Signatures

Both parties agree to the terms above.

Creator signature: _____

Date: _____

Brand representative signature: _____

Date: _____

One Last Reminder

A signed contract is not a sign of distrust. It's a sign of professionalism. Any brand that respects your work will respect this process.

Go back to Chapter 6 of The YouTube Income Code for the full legal and business playbook — CAC registration, tax basics, and the four-account financial system.

— JP Academy