Podcast Sponsor Agreement Planning Template

Document proposed sponsor placements, supplied assets, approval dates and measurement terms before drafting a reviewed agreement. Download Word or PDF.

Original commercial discussion worksheet, without lawyer review. Proposed terms are placeholders; obtain appropriate review before signing an agreement.

Original Podfan starter. Material review: 2026-10-02.

Parties and proposed campaign

Producer: [legal name and contact]

Sponsor: [legal name and contact]

Campaign: [product and listener fit]

Episodes and dates: [specific placements]

Placement format and length: [agreed pre/mid/post-roll or other format]

Deliverables and commercial terms

Copy, assets and substantiation: [who supplies and approves them]

Approval deadlines and permitted revisions: [dates/process]

Proposed price and basis: [CPM or flat amount; actual assumptions]

Taxes, payment dates and invoice details: [agreed terms]

Exclusivity, cancellation and make-goods: [specific scope/process for review]

Measurement and final review

Download reporting source and measurement window: [hosting analytics and dates]

Performance commitments: [record only actual agreed commitments; no results are guaranteed by this worksheet]

Disclosures and brand-use permissions: [agreed wording/scope]

Governing terms and dispute process: [for qualified review]

Final agreement and signatures: [attach approved document; this worksheet is not a signed contract]