

Subject: Urgent: Mandatory Advertising Disclosure Guidelines for [Campaign Name]

Dear [Influencer Name],

We are excited to partner with you for the [Name of Giveaway]. To ensure our campaign remains transparent and complies with consumer protection laws (such as FTC guidelines), we require all promotional content to include clear and conspicuous disclosures.

Please adhere to the following endorsement requirements for all posts, stories, and videos related to this giveaway:

- **Clear Placement:** Disclosures must be placed where they are easily noticed. Do not bury the disclosure in a "See More" link or a long string of hashtags.
- **Specific Language:** Use clear terms such as #Ad, #PaidPartnership, or #Sponsored. For giveaways, you must also state that the prize is being provided by [Brand Name].
- **Video Content:** For video posts, the disclosure must be visible on the screen for a sufficient duration and/or mentioned verbally during the audio.
- **Platform Tools:** Always use the built-in "Paid Partnership" labels provided by platforms like Instagram, TikTok, or YouTube in addition to your written disclosure.

Required Disclosure Text:

"AD: I am partnering with [Brand Name] for this giveaway. [Insert specific giveaway details]."

Failure to follow these compliance guidelines may result in a request to edit or remove your content and could impact our current and future partnership agreements.

If you have any questions regarding how to properly disclose this endorsement, please contact [Name/Department] at [Email Address].

Best regards,

[Your Name]

[Your Title]

[Brand Name]