

CONTENT & TALENT PROGRAM

CREATOR PROGRAM

OUR STAGE. YOUR DROP.

NOT THE SAME AS AMBASSADOR

THIS IS A CONTENT DEAL, NOT A DISCOUNT CODE

Ambassadors wear and use XDROP as part of their life. Creators make dedicated content — a video, a post, an episode — that XDROP pays for or licenses. You can be both, but this program is built around what you produce, not what you post casually.

WHO THIS SUITS

Instagram and TikTok creators, YouTubers, lifestyle bloggers, podcast hosts and UGC specialists who make content as their craft.

WHAT YOU GET

Paid rates per deliverable, product, and a clear licence for how XDROP can use what you make — see page 7.

THE TRACKS

SIX WAYS TO CREATE FOR XDROP

01**INSTAGRAM**

Reels, carousels and Stories built for the feed.

02**TIKTOK**

Native, fast, trend-literate short-form video.

03**YOUTUBE**

Shorts and long-form integrations or dedicated videos.

04**LIFESTYLE & BLOG**

Written content, photo essays, day-in-the-life features.

05**PODCAST**

Sponsor reads, guest episodes and co-branded segments.

06**UGC**

Ad-ready content shot for XDROP's own paid channels, not your feed.

REQUIREMENTS

BEFORE YOU APPLY**YOU MUST**

- ✓ Have a body of published work in your chosen track
- ✓ Own or control the rights to what you submit
- ✓ Be able to deliver on a brief and a deadline
- ✓ Provide a portfolio or reel — not just a follower count
- ✓ Invoice as an individual or registered business (ABN handy but not required to apply)

NICE TO HAVE

- Experience with branded or sponsored content specifically
- Fast turnaround (under two weeks from brief to delivery)
- Your own editing, lighting or audio setup
- A track record making performance/direct-response style content

DELIVERABLES

WHAT "DONE" LOOKS LIKE

TRACK	TYPICAL DELIVERABLE	TURNAROUND
Instagram	1 Reel + 3 Story frames	10 business days
TikTok	1 native video, 15–45 sec	10 business days
YouTube	1 Short, or a 60–90 sec integration in a long-form video	14 business days
Lifestyle/Blog	1 written feature (600+ words) with original photos	10 business days
Podcast	60-second sponsor read or a dedicated segment	Per episode schedule
UGC	1–3 raw video assets, ad-ready, XDROP owns final cut	10 business days

STARTING RATES

PAID PER DELIVERABLE, PLUS PRODUCT

Baseline rates below — adjusted up for audience size, past results or multi-piece bundles. Every rate includes product; usage licensing is separate (see page 7).

DELIVERABLE	STARTING RATE (AUD)
Instagram Reel	\$80 + product
TikTok video	\$80 + product
YouTube Short	\$120 + product
YouTube integration (60–90 sec)	\$200 + product
Lifestyle/blog feature	\$100 + product
Podcast sponsor read	\$150 + product
UGC video asset (ad-ready)	\$150 + product

USAGE RIGHTS & LICENSING

WHO CAN USE WHAT, AND FOR HOW LONG

INCLUDED IN EVERY RATE

- ✓ You keep ownership and can post it on your own channels indefinitely
- ✓ XDROP may repost organically on its own channels, credited to you
- ✓ Content stays live on your channels unless you choose to remove it

PAID ADD-ON: WHITELISTING

- ✓ +\$100–\$300 per asset for XDROP to run your content as paid ads for 90 days
- ✓ +50% of the base rate for exclusive use (you can't create for a directly competing brand for 90 days)
- ✓ UGC track deliverables are always fully owned by XDROP — no whitelisting fee applies

Full terms sit in the Creator Contract — see the Creator Contracts pack for the paid collaboration and UGC agreement templates.

LICENSE

GROWTH PATH

FROM ONE BRIEF TO THE ROSTER

TIER 01

CREATOR

Paid per deliverable, brief by brief. Anyone approved starts here.

TIER 02

**FEATURED
CREATOR**

Repeat collaborators get a standing retainer conversation and first call on new campaigns.

TIER 03

STUDIO TALENT

Joins the XDROP Studio roster for shoots, events and long-term content partnerships.

HOW TO APPLY

SHOW US, DON'T TELL US

01**APPLY WITH YOUR TRACK**

Submit the Creator application naming your primary track and best 3 examples of work.

02**WE REVIEW**

Reviewed within 5 business days for craft, fit and audience alignment.

03**FIRST BRIEF**

Approved creators get a paid trial brief before any ongoing arrangement.

04**SIGN & DELIVER**

Sign the Creator Contract, deliver, get paid within 14 days of approval.

WORKING TOGETHER

THE BASICS

- ✓ Follow the brief — flag any creative concerns before shooting, not after
- ✓ Disclose the partnership per the Brand Guidelines' disclosure rules
- ✓ Deliver on the agreed date or communicate delays early
- ✓ Submit raw or source files when the brief requires them (UGC track)
- ✓ Invoice clearly with your name, ABN (if applicable) and deliverable reference
- ✓ Keep unreleased briefs and product confidential until launch

FAQ

GOOD TO KNOW

Do I need a large following?

No — craft and reliability matter more than reach. We brief creators of very different sizes for different jobs.

Can I do this alongside the Ambassador Program?

Yes — many people are both. Ambassador is ongoing and organic; Creator is paid, brief-by-brief.

What if XDROP wants to use my content differently later?

Any use beyond what's agreed (like whitelisting) is a separate paid add-on — never assumed.

How do I get paid?

Bank transfer or PayID within 14 days of delivery being approved.

MAKE SOMETHING WORTH THE DROP.

[XDROP.COM.AU/PAGES/BECOME-A-CREATOR](https://xdrop.com.au/pages/become-a-creator)

Questions before you apply? Email hello@xdrop.com.au or DM
[@xdropau](#).