



ALISSA CRAFTON

NICU NURSE / FASHION / LIFESTYLE

UGC content creation

Content created for your brand.

Single video

\$200

1 edited vertical video
15-30 seconds

Video bundle

\$550

3 edited vertical videos
15-30 seconds each

Product photos

\$100

5 edited product photos
Photo usage quoted separately

VIDEO PACKAGES INCLUDE

Creative concept, filming, editing and captions
One revision per video
30 days of organic use on your brand's social accounts

DELIVERY & USAGE

Finished content delivered to your team.
Posting on my personal accounts is a separate service.
Video usage add-ons and license terms: see page 2.

Let's create something lovely.

alissacraftonugc@gmail.com

Instagram @nurse.liss | TikTok @nurseliss

Rates in USD. Products supplied separately. Final scope confirmed before booking.

Usage, made clear.

Choose where your video runs, and for how long.

ORGANIC RIGHTS

Posts on your brand's agreed Instagram or TikTok accounts, without ad spend. The license covers how long the post stays live.

PAID RIGHTS

Ads and boosted posts from your brand's agreed Instagram or TikTok accounts. Same-period organic use is included.

VIDEO USAGE ADD-ONS / USD PER VIDEO

Duration	Organic only	Paid ads + organic
30 consecutive days	Included	+\$100
90 consecutive days	+\$50	+\$250
180 consecutive days	+\$100	+\$400

Add one usage fee per licensed video to the creation package. Paid usage replaces the organic add-on; fees do not stack. Photo usage is quoted separately.

EXAMPLE: 1 VIDEO + 90 DAYS OF PAID USE

\$200 creation + \$250 usage = \$450 total

LICENSE TIMING & ADDITIONAL RIGHTS

One brand; agreed social accounts and finished videos only. Start and end dates are confirmed in writing before use, after payment.

Terms run from the agreed first-use date for consecutive calendar days. Pausing ads does not extend the term.

At expiry, stop ads and remove or archive licensed posts unless an extension is agreed and paid for. Renewals are quoted before expiry; no automatic renewal.

Creator-account ads (Spark Ads / partnership ads), website or email use, other platforms, raw footage, new edits, exclusivity and perpetual use: separate quote. Ad spend is not included.