



**LEVEL.AGENCY**  
THE AUTHORITY IN CUSTOMER GENERATION

# COVID-19 GRANTS FOR GOOGLE & FACEBOOK

Advertising platforms understand that the unfolding health and economic impacts of COVID-19 have made this an historically challenging time for many small to medium-sized businesses. Google and Facebook are both offering funding programs for SMBs that are struggling during this uncertain moment.

Research<sup>1</sup> suggests cutting marketing investment during slowdowns negatively impacts LTV—those who advertise during slowdowns show a 4.3% increase in profits during the subsequent recovery, while those who cut advertising decrease profits by 0.8%. To keep SMBs in business and encourage them to continue advertising now and during the period of recovery, Google and Facebook grants offer businesses the opportunity to offset advertising and operational costs.

**If you believe your business/institution qualifies for one or both of these grants, we encourage you to apply.**

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<sup>1</sup> Graham, R., & Frankenberger, K. (2011). THE EARNINGS EFFECTS OF MARKETING COMMUNICATION EXPENDITURES DURING RECESSIONS. *Journal of Advertising*, 40(2), 5-24. Retrieved March 30, 2020, from [www.jstor.org/stable/23048701](http://www.jstor.org/stable/23048701)

# FACEBOOK—\$100MM

Offering up to \$100MM in grants for up to 30,000 businesses across the globe. This grant would cover:

- Facebook Ad credits
- Cash grants

This will allow businesses to use at least part of these funds beyond advertising to pay for expenditures like rent, utilities, employee compensation, and other operational costs.

Further details are scarce, and no updates have been forthcoming in the last week, but keep an eye on their page as they clarify details and describe the application process.

## TO APPLY:

They will begin formally accepting applications “in the coming weeks”. Visit their grant page and click on the “Sign Up” button to be keyed into further updates as they are made public:

<https://www.facebook.com/business/boost/grants>

**Connect with your Level Agency account manager or your current digital agency for questions about eligibility and grant participation.**

**Level Agency encourages anyone seeking more information to visit Google and Facebook’s respective public-facing posts on these items:**

**Facebook** ▶

<https://www.facebook.com/business/boost/grants>

**Google** ▶

<https://blog.google/inside-google/company-announcements/commitment-support-small-businesses-and-crisis-response-covid-19>

# GOOGLE—\$810MM

Google is offering a significantly higher \$810MM in coverage for a variety of businesses. These include ad credits for SMBs and grants for institutions actively working to ensure COVID-19 communication and research is properly funded:

- \$340MM in Google ads credits for SMBs
  - To begin rolling out automatically in accounts, starting late Q2 2020
- \$200MM in NGO and financial institution grants to ensure financing is available to traditionally underserved people and communities
- \$250MM in ad grants for government agencies
- \$20MM in Google Cloud credits for academic institutions researching COVID-19
- Direct financial compensation for those companies producing PPE & life-saving medical devices

## TO APPLY:

**Ad Credits:** Applications will be made automatically for ad credits per account, based on spend in the last year. These credits will begin in late Q2 and may be used for the rest of calendar 2020.

Those companies who have existing relationships and have worked with Google through the past year will be prioritized. If eligible, you will be notified through a Google Ads notification with the credit amount.

**Education Institutions:** Companies, government agencies, and accredited educational institutions working on COVID-19 research may apply via their Google Cloud Grant website:

<https://edu.google.com/programs/credits/research>

**NGOs/Financial Institutions:** The additional funding will funnel through their current NGO-application process:

<https://www.google.org>

**Connect with your Level Agency account manager or your current digital agency for questions about eligibility and grant participation.**