

**From:** [Payton Iheme](#)  
**To:** [Crawford, Carol Y. \(CDC/OD/OADC\)](#); [Dempsey, Jay H. \(CDC/OD/OADC\)](#); [Layton, Kathleen \(CDC/OD/OADC\)](#); [Genelle Adrien](#); [Chelsey LePage](#); [Julia Eisman](#); [Airton Tatoug Kamdem](#); [Kate Thornton](#); [Rachel Lieber](#)  
**Subject:** Re: CDC Facebook Ad Credit Offer letter  
**Date:** Sunday, February 21, 2021 8:58:51 PM

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Sounds good Carol.

We will stand by.

Best,

Payton

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**From:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>  
**Sent:** Sunday, February 21, 2021 8:57:00 PM  
**To:** Payton Iheme <payton@fb.com>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Genelle Adrien <genelleadrien@fb.com>; Chelsey LePage <chelseylepage@fb.com>; Julia Eisman <juliaeisman@fb.com>; Airton Tatoug Kamdem <airtonkamdem@fb.com>; Kate Thornton <kthornton@fb.com>; Rachel Lieber <carlsonlieber@fb.com>  
**Subject:** RE: CDC Facebook Ad Credit Offer letter

Thank you for this amazing offer. We'll work with our policy staff on next steps.

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**From:** Payton Iheme <payton@fb.com>  
**Sent:** Sunday, February 21, 2021 5:43 PM  
**To:** Crawford, Carol Y. (CDC/OD/OADC) <cjy1@cdc.gov>; Dempsey, Jay H. (CDC/OD/OADC) <ifb5@cdc.gov>; Layton, Kathleen (CDC/OD/OADC) <KYU6@cdc.gov>; Genelle Adrien <genelleadrien@fb.com>; Chelsey LePage <chelseylepage@fb.com>; Julia Eisman <juliaeisman@fb.com>; Airton Tatoug Kamdem <airtonkamdem@fb.com>; Kate Thornton <kthornton@fb.com>; Rachel Lieber <carlsonlieber@fb.com>  
**Subject:** CDC Facebook Ad Credit Offer letter

Dear Carol and the CDC team,

Facebook is pleased to offer additional ad coupons and strategic marketing support services to the Centers for Disease Control (“CDC”), in order to aid in your campaign to fight the spread of COVID19 (collectively, the “Support”). This letter outlines in detail the scope and value of this Support, but if you have any questions please contact **Payton Iheme** at [payton@fb.com](mailto:payton@fb.com) or **Julia Eisman** at [juliaeisman@fb.com](mailto:juliaeisman@fb.com).

By utilizing this Support, you (**CDC**) confirm that you are in compliance with all rules and regulations applicable to your entity or organization governing the acceptance of things of value and that you have the authority to receive this Support from Facebook. You also acknowledge that this Support may only be used to communicate content related to the current COVID-19 crisis in your jurisdiction of remit. This Support can only be used for public health campaign content specific to the current COVID-19 crisis, COVID-19 vaccine information, and/or vaccine confidence (e.g., content about how vaccines work). Please provide written confirmation that you have authority to accept the Support.

This Support shall only be used by you in support of your efforts and in accordance with applicable laws and shall not be used in any way, directly or indirectly, to facilitate any act that would constitute bribery or an illegal kickback, an illegal campaign contribution, or would otherwise violate any applicable anti-corruption or political activities law. This Support may not be used to support lobbying activities without Facebook's prior written approval. Further, this Support may not be used to make any contribution or expenditure, or for any other political purpose, regulated by campaign finance, government ethics, or analogous laws that apply to political activities.

For the sake of clarity, Facebook does not request anything in return in connection to this Support. Acceptance of this Support confirms that the Support, your relationship with Facebook, and how you were selected for this Support has been disclosed to you. You should not accept this Support if it would interfere with your official duties and you must not perform any official action to improperly benefit Facebook.

This Support should only be accepted if it complies with applicable regulations, policies, and rules of the CDC; and applicable laws, regulations, rules, judgments, and orders of any court or governmental authority; and does not conflict with any other obligation you may have to any other party. Please promptly inform Facebook of any circumstances that would make acceptance, retention, or use of the Support inappropriate.

This Support is further subject to the following conditions:

- This Support cannot be used for the promotion of political messaging or advancement of any political purpose
- This Support cannot be used to advocate for any changes to legislation or government policy
- This Support cannot be used for the promotion of third party products and services
- This Support can only be used to target users within your jurisdiction
- Any ads that feature or mention a government official should be flagged to Julia Eisman and will require additional review and written approval by FB before they can be used with this Support.

You may not use Facebook's logos or trademarks without Facebook's prior written approval. All requests for use of the Facebook name or trademark must be submitted via the online form available at [www.facebookbrand.com/requests](http://www.facebookbrand.com/requests). All Support provided by Facebook hereunder are provided "as is" and on an "as available" basis without warranties of any kind, either express or implied. Facebook disclaims all warranties, statutory, express or implied, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose, and non-infringement of proprietary rights.

## **Your Ad Credit Coupon Details**

**Ad Credit Value: \$15,000,000 USD**

**Expiration Dates: FB will issue these ad credits in ad coupons with values of \$5,000,000 USD (or less, if so requested). The expiration date of each coupon will be communicated with each coupon transmission.**

Please note that your ad credit coupon can be redeemed in the United States and cannot be used to send cross-border messages outside that jurisdiction. The ad credit coupon shall only be used and redeemed by the CDC in support of public health campaigns related to COVID-19. Any other use or transfer is strictly prohibited. Once we provide your coupon code, please safeguard it like cash.

Please note that this donation letter must be read in conjunction with the Facebook Ads Credit Coupon Terms & Conditions, available at <https://www.facebook.com/legal/couponterms>. Ads will be subject to additional pre-review that is required for ads about social issues, politics, or elections (and may require a paid-for-by disclaimer that discloses Facebook's ad credit support); this pre-review is required for any ads that are paid for with the ad coupon.

### **What Are Ad Credit Coupons?**

Ad credit coupons are a form of payment for Facebook ads. They can be redeemed for advertising on Facebook and/or Instagram depending on the type of ad credit coupon that has been issued to you. Ad charges will be deducted from the ad credit coupon first, then you will be charged through your preferred means of payment once the ad credit coupon has been redeemed or has expired. Ad credit coupons cannot be used against account balances that have already been invoiced.

### **Terms & Conditions**

Use of ad credit coupons is subject to the terms in this email and to the Facebook Ads Credit Coupon Terms & Conditions, which are available here: <https://www.facebook.com/legal/couponterms>. Please check the Facebook Ads Credit Coupon Terms & Conditions for further details.

By redeeming this ad credit coupon, you are agreeing to the terms in this letter and the Facebook Ads Credit Coupon Terms & Conditions. If you do not agree to these terms, you must not use this ad credit coupon.

Facebook Marketing Partner Strategic Services

To support your COVID-19 advertising campaigns, Facebook is providing strategic marketing assistance via an expert 3rd party (each a "Facebook Marketing Partner" or "FMP"). Facebook works closely with an ecosystem of FMPs who maintain a deep understanding of our tools and platforms and can provide direct expertise and support to organizations, small and large businesses, and Governments around the world. As part of our efforts to support Government and NGO partners during COVID-19 with technical solutions and integrations, as well as

advertising campaigns, Facebook is offering direct access to certain FMP support in each region as further detailed below. This support will help ensure you can scale your marketing efforts and deliver critical COVID-19 related information to people in your country.

**Facebook Marketing Partner COVID-19 Support Program**

**Facebook Marketing Partner:** [TBD]

**Value of support:** \$15,000 USD

**Scope of support:** The Facebook Marketing Partner will provide your organization with between 35-45 hours of COVID-19 advertising and creative campaign management.

On behalf of the team,

Payton

**FACEBOOK**

Payton Iheme  
U.S. Public Policy  
[Facebook](#)