

COVID-19 TOOLKIT

ARIZONA BUSINESS RESOURCES

Under the leadership of Governor Doug Ducey and the Arizona Department of Health Services, the Arizona Commerce Authority is working to ease the economic burden COVID-19 has placed on Arizona's businesses, workers and families. As the state's leading economic development organization, our mission is to grow Arizona's economy by supporting businesses of all sizes. To do so during this unprecedented public health crisis, we are launching a statewide integrated marketing campaign to educate and connect businesses with available resources.

We have created this toolkit making content and image assets from the campaign [easily accessible and customizable](#), enabling our partners to help further amplify the statewide messaging. We thank you for your partnership and support of Arizona's businesses – we'll get through this together!

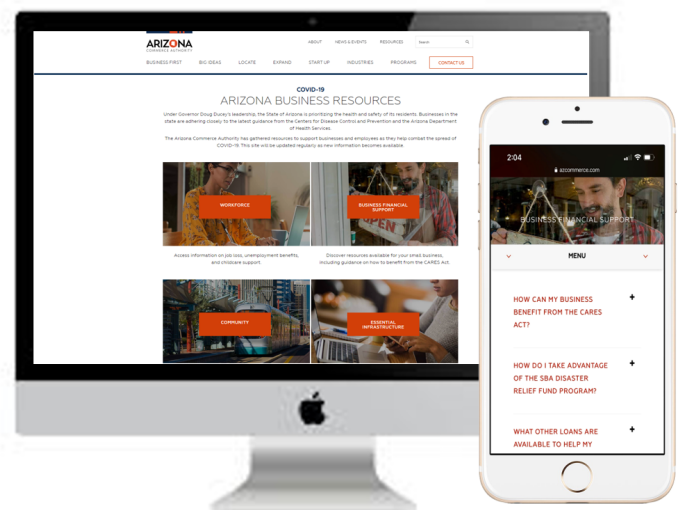
COVID-19 Business Resources Website

Serving as the cornerstone of the campaign, the ACA created the COVID-19 Arizona Business Resources website, which is accessible at azcommerce.com/COVID-19.

This site brings together the most up-to-date information and guidance for business finance support, workforce, community, essential infrastructure, supply chain and logistics, and manufacturing. The content is updated daily and a Spanish version of the site is coming soon.

We would appreciate it if you would add the [link to the site](#) to your organization's website, as well as sharing it within your personal and professional networks as a resource. We encourage you to also subscribe to our COVID-19 email by completing the form on the COVID-19 homepage.

Additionally, the ACA is hosting a series of webinars designed to provide guidance, tools and resources to Arizona's businesses impacted by COVID-19. [Access upcoming webinars and recordings from previous sessions](#).



Here is a pre-written message about the site that you can copy and paste across your communication channels such as websites, emails, social media and more:

The Arizona Commerce Authority's COVID-19 [Arizona Business Resources page](#) provides information, tools and guidance on business finance support, workforce assistance, essential infrastructure information, supply chain and logistics, housing and community volunteer opportunities. This site is updated regularly as new information becomes available.

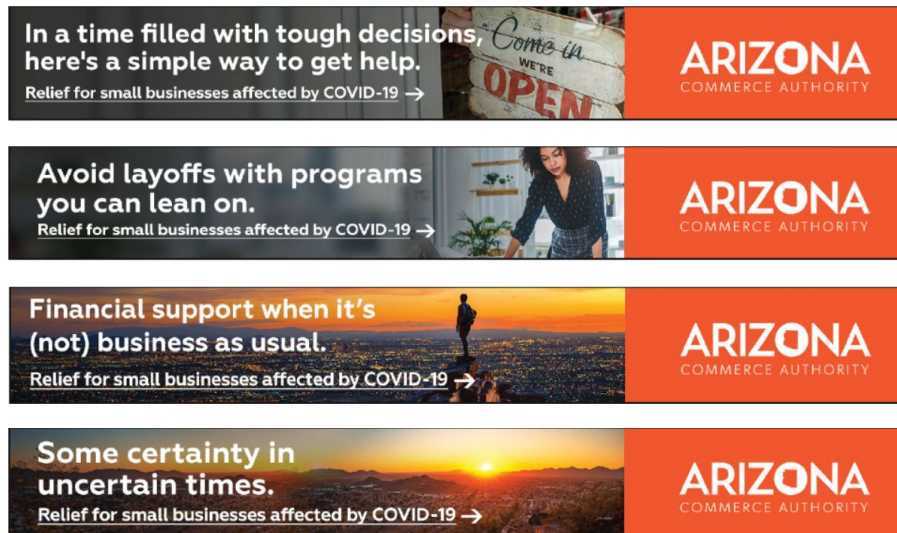
If you have helpful content that could be added to the site, please email Ellen Pierce at ellenp@azcommerce.com with your suggested content additions.

COVID-19 Business Support Paid Media Ads

The ACA will further promote the programs and resources available through paid digital and print media. We have provided access to the ad files if you would like to place your own media buy using these assets, or share the ad with your networks. Additionally, if you would like us to create a co-branded ad, please contact toriv@azcommerce.com. Here is an example of a [co-branded print ad](#).

Digital Banners Ads

As part of our media buy, the ACA is running online banners targeted to small business owners. You can [access these files](#) to add to your website or to your own paid digital media campaign in an effort to further amplify the reach of the messaging.



Full-page print ads



In a time filled with tough decisions, here's a simple way to get help.

COVID-19 financial support is available.

The state of Arizona is working to keep Arizonans safe and healthy while slowing the spread of COVID-19. The Arizona Commerce Authority is helping to ease the economic burden on the state's businesses, workers and families. We're extending small businesses on relief opportunities, such as the Paycheck Protection Program, which helps provide immediate assistance during this crisis. Designed to keep employees on the payroll, the loan will be fully forgiven if the funds are used for maintaining or rehiring workers, rent, mortgage interest or utilities. Additionally, we're offering guidance and assistance on workforce solutions, essential infrastructure, supply chain and logistics, and manufacturing support. We recognize that this crisis is unprecedented, but together we will get through it. That's the Arizona way.

ARIZONA
COMMERCE AUTHORITY

ARIZONA
COMMERCE AUTHORITY

azcommerce.com/COVID-19



Avoid layoffs with programs you can lean on.


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Some certainty in uncertain times:

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azcommerce.com/COVID-19



Download each print ad below:

In a time filled with tough decisions, here's a simple way to get help

[DOWNLOAD >>](#)

Avoid Layoffs with programs you can lean on

[DOWNLOAD >>](#)

Some certainty in uncertain times (version 1)

[DOWNLOAD >>](#)

Some certainty in uncertain times (version 2)

[DOWNLOAD >>](#)

Financial support when it's (not) business as usual (version 1)

[DOWNLOAD >>](#)

Financial support when it's (not) business as usual (version 2)

[DOWNLOAD >>](#)



COVID-19

**ARIZONA BUSINESS
RESOURCES GUIDE**



COVID-19 Business Resources Guide

The COVID-19 Arizona Resources Guide highlights information on funding opportunities, workforce navigation services and manufacturing support. Additionally, it showcases how the community is coming together to deliver impactful solutions.

This guide includes easy-to-understand visual representations of financing programs currently available such as the Paycheck Protection Program and the SBA's Economic Injury Disaster Loan.

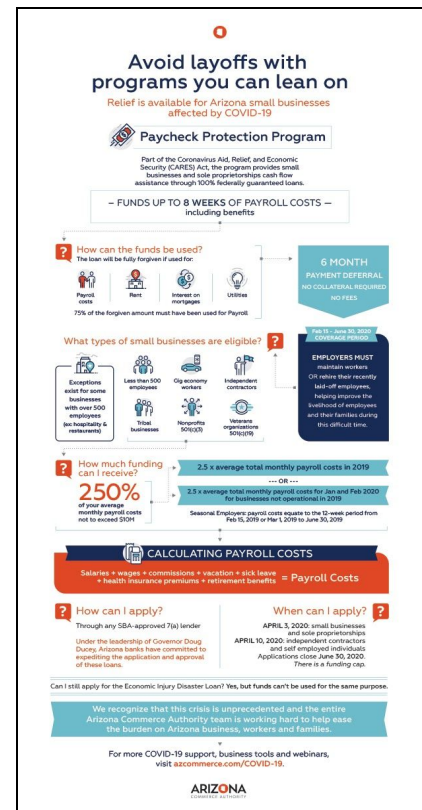
We encourage you to share this guide in email or add to your website. The guide is available for download on the [ACA's website here](#).

COVID-19 Paycheck Protection Infographic

This ACA infographic provides a visualization of the Paycheck Protection Program.

We recommend linking to the infographic from your organization's website. Additionally, it can be downloaded and shared via email. The infographic is available on the ACA's website [here](#).

Additionally, we created a Twitter thread, leveraging each section of the infographic. The [thread is available here](#).



COVID-19 Social Media Content

In addition to the COVID-19 website, print and digital media assets, COVID-19 Arizona Business Resources Guide and Paycheck Protection infographic, we created social media assets for your use. Below you will see thumbnails of each image alongside pre-written copy specific to the channel. We encourage you to leverage these assets and share across your preferred social media platforms. Please tag the ACA in your posts and we can share them, too.

Additionally, please contact alexp@azcommerce.com if you would like the ACA to help amplify your organization's COVID-19 resources or solutions.

ACA Social Media Channels

- [Twitter: @azcommerce](#)
- [Facebook: @azcommerce](#)
- [LinkedIn @arizona_commerce_authority](#)
- [Instagram: @azcommerce](#)

COVID-19 Social Media Images

We have sized each image specific to each platform. [All social media images are located here.](#)

- Facebook / Static Instagram Post (In-feed): 1080 x 1080
- Instagram Story: 1080 x 1920
- LinkedIn: 1200 x 627
- Twitter: 1200 x 600



Additionally, we have posted a thread providing a quick summary of the Paycheck Protection Loan.

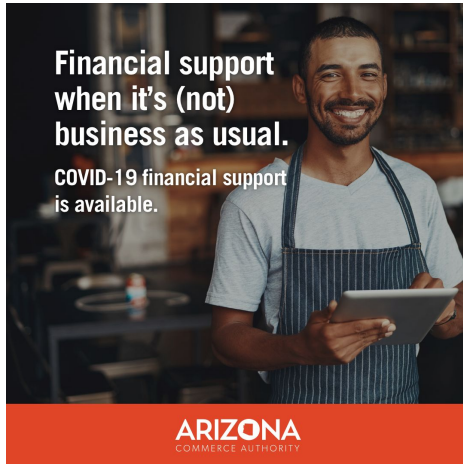
We encourage you to [re-tweet](#). You can use the language below for the tweet:

Great summary about the #PPPLoan from @azcommerce!



SOCIAL MEDIA POST
OPTION 1

IMAGE THUMBNAIL



TWITTER

.@azcommerce has created a comprehensive list of #COVID19 resources available to support businesses and workers, from financial programs to job opportunities. New info is added daily! <https://bit.ly/34sML1F> #AZTogether #TheArizonaWay

FACEBOOK / LINKEDIN / INSTAGRAM

The Arizona Commerce Authority has created a comprehensive list of #COVID19 resources available to support businesses and workers, from financial programs to job opportunities. New information is added daily, giving you access to the most up-to-date tools. <https://bit.ly/34sML1F>

DOWNLOAD IMAGE

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [Instagram Story](#)



SOCIAL MEDIA POST
OPTION 2

IMAGE THUMBNAIL



TWITTER

Under Governor @DougDucey's leadership, @azcommerce is helping to ease the economic impact of #COVID19 on Arizona's families, workers & businesses with information on business financing, job opportunities and more. ➡➡ <https://bit.ly/34sML1F>

#AZTogether #TheArizonaWay

FACEBOOK / LINKEDIN / INSTAGRAM

Under Governor Doug Ducey's leadership, the Arizona Commerce Authority is helping to ease the economic impact of #COVID19 on Arizona's families, workers & businesses. Arizona's #COVID-19 Business Support site provides information on business financing opportunities, workforce development services, manufacturing support and more. Get the guidance here —> <https://bit.ly/34sML1F> #AZTogether #TheArizonaWay

DOWNLOAD IMAGE

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- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [Instagram Story](#)



SOCIAL MEDIA POST
OPTION 3

IMAGE THUMBNAIL



TWITTER

Financial relief for small businesses is available! The @SBAgov's #PPPLoan is fully forgivable if used for:

- ✓ Payroll Expenses
- ✓ Rent / Mortgage Interest
- ✓ Utilities

@azcommerce created a helpful guide on the program. ➔ <https://bit.ly/3aYzz74>

FACEBOOK / LINKEDIN / INSTAGRAM

The Paycheck Protection Program provides quick financial assistance to help ease the impact of the COVID-19 crisis on businesses. The loan funds will be fully forgiven if used for maintaining or rehiring workers, rent, mortgage interest or utilities. The Arizona Commerce Authority's helpful guide provides an excellent summary of the program: <https://bit.ly/3aYzz74>

DOWNLOAD IMAGE

- [Twitter](#)
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- [LinkedIn](#)
- [Instagram](#)
- [Instagram story](#)



SOCIAL MEDIA POST
OPTION 4

IMAGE THUMBNAIL



TWITTER

📣 **SMALL BIZ** 📣 Great news: the @SBAgov #PPPLoan enables you to HIRE BACK your previously-laid off workers NOW! The funds are fully forgivable if used for up to 8 WEEKS of payroll costs & more. Learn more from @azcommerce's guide: <https://bit.ly/3aYzz74>

FACEBOOK / LINKEDIN / INSTAGRAM

Attention small businesses! Did you know you can hire back your workers now and provide them up to 8 weeks of payroll using funds from the Paycheck Protection Program? Plus, the loan is fully forgivable if used for eligible expenses which in addition to payroll costs include rent, mortgage interest and utilities. Learn more using the Arizona Commerce Authority's helpful guide: <https://bit.ly/3aYzz74>

DOWNLOAD IMAGE

- [Twitter](#)
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- [LinkedIn](#)
- [Instagram](#)
- [Instagram story](#)



SOCIAL MEDIA POST
OPTION 5

IMAGE THUMBNAIL



TWITTER

We will get through this crisis TOGETHER. @azcommerce has a robust suite of resources to help #AZ businesses with:

- ✓ Business financial support
- ✓ Workforce
- ✓ Manufacturing
- ✓ Essential infrastructure

LEARN MORE: <https://bit.ly/34sML1F> #AZTogether #TheArizonaWay

FACEBOOK / LINKEDIN / INSTAGRAM

We will get through this crisis together! The Arizona Commerce Authority has a robust suite of business resources available with the most up-to-date information on available financial support programs, workforce, manufacturing, essential infrastructure and more: <https://bit.ly/34sML1F>

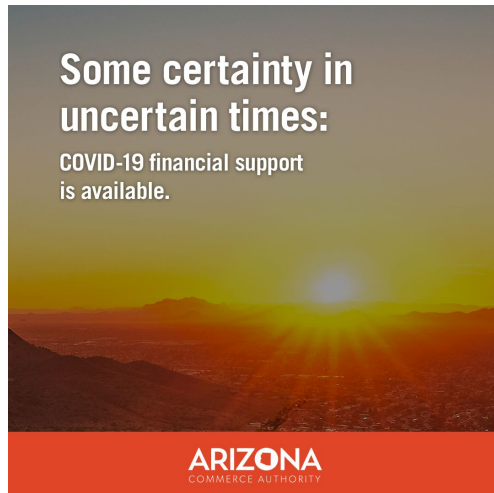
DOWNLOAD IMAGE

- [Twitter](#)
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- [Instagram](#)
- [Instagram story](#)



SOCIAL MEDIA POST
OPTION 6

IMAGE THUMBNAIL



Twitter:

The state of Arizona is prioritizing the health and safety of its residents while helping businesses navigate #COVID19. @azcommerce has resources and support services available to help ease the economic burden on #AZ #SMBs. Learn more ➔ <https://bit.ly/2xYaWZB> #AZTogether

FACEBOOK / LINKEDIN / INSTAGRAM

The state of Arizona is prioritizing the health and safety of its residents while helping businesses navigate #COVID19. The Arizona Commerce Authority has resources and support services available to help ease the economic burden on Arizona small businesses. Learn more ➔ <https://bit.ly/2xYaWZB> #AZTogether

DOWNLOAD IMAGE

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- [Instagram](#)
- [Instagram story](#)



SOCIAL MEDIA POST
OPTION 7

IMAGE THUMBNAIL / Infographic Social



TWITTER

Arizona businesses in need of financial relief: here's an EXCELLENT summary of the #PPPLoan from @azcommerce: <https://bit.ly/39S5XqR>

FACEBOOK / LINKEDIN / INSTAGRAM:

Arizona businesses in need of financial relief: here's an excellent summary of how the #PPPLoan works from the Arizona Commerce Authority: <https://bit.ly/39S5XqR>

DOWNLOAD IMAGE

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [Instagram Story](#)



SOCIAL MEDIA POST

OPTION 8

IMAGE THUMBNAIL / Infographic Social



TWITTER

The @SBAgov's #PPPLoan offers FORGIVABLE loans for #SMBs that use the funds on payroll expenses.

- ✓ Helps employers keep workers on the payroll
- ✓ Enables businesses to HIRE BACK and PAY workers
- ✓ Provides families with a paycheck

More here: <https://bit.ly/39S5XqR>

FACEBOOK / LINKEDIN / INSTAGRAM:

The Paycheck Protection Loan offers FORGIVABLE loans to small businesses that use the funds on payroll expenses. Here's why this is important: it helps employers keep workers on the payroll, enables businesses to HIRE BACK and PAY workers immediately, and provides families with a paycheck! Learn more: <https://bit.ly/39S5XqR>

DOWNLOAD IMAGE

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [Instagram Story](#)

