



# KEEP RISING.

## Representation. Investment. Strength. Empowerment.

Recently, small businesses have been dealing with the ongoing impact of the pandemic, social unrest, and environmental events. We have been working proactively to help all our small business customers.

Independent small businesses are the backbone of our communities, and today, more than ever, small businesses owned by Black, Hispanic and Asian Americans are hurting. We know that Comcast alone can't remedy complex, systemic issues. But we are deeply committed to playing a role in driving change. Through Comcast RISE we aim to create sustainable impact and give meaningful support to the small businesses that are shaping our communities. We will be taking our learnings from this new initiative to inform our broader efforts.

If your business qualifies, you'll have the opportunity to receive marketing consultations, media placements, commercial creative production services, or a tech makeover from Effectv and Comcast Business.

While the Comcast RISE program will initially be available for Black business owners, our goal is to help small businesses owned and operated by members of underrepresented and disproportionately affected groups. Beginning November 28, 2020, Hispanic and Asian American business owners will be eligible to apply for Comcast RISE.



## COMCAST RISE

### Eligibility Requirements:

- Owner is at least 18 years of age or older, and is the primary decision maker for, and is actively engaged in the day-to-day operation of the business
- No more than 25 full-time and part-time employees for the Tech Makeover
- No more than 100 full-time and part-time employees for the Consultation, Media and Creative
- Established business operations for at least one calendar year

Please see Official Rules located at [ComcastRISE.com/legal](https://ComcastRISE.com/legal).

### Now Is the Time to Rise

Apply today.

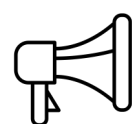
[ComcastRISE.com](https://ComcastRISE.com)

### Selected businesses will receive one or more of the following business services :



#### Consulting

Advertising and marketing consultations with local Effectv marketing, research, and creative teams to gain insights on how to grow your business.



#### Media

A linear TV media schedule over a 90-day period.



#### Creative Production

Turnkey production of a 30-second TV commercial, plus a media strategy consultation and 90-day media schedule.



#### Technology Makeover

Computer equipment and Internet, voice and cybersecurity services for up to a 12 month period to support business recovery (Taxes and other fees may still apply for tech makeover services.)