



COMCAST
RISE

BRIEFING DECK



COMCAST
BUSINESS





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, Indigenous, and People of Color (BIPOC) 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. The Comcast RISE program is currently available to all BIPOC-owned small businesses. Starting March 2021, businesses in select cities will have the opportunity to apply for monetary grants.



COMCAST RISE – MARKETING AND TECHNOLOGY SERVICES

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.

Now Is the Time to Rise

Apply today.

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 12 months. (Taxes and other fees may still apply for tech makeover services.)

COMCAST RISE INVESTMENTS – MONETARY GRANTS ATLANTA - CHICAGO – DETROIT – HOUSTON - PHILADELPHIA

Key Dates:

Application Window will be open from **March 1-14, 2021**

Recipients will be announced **April 27, 2021**

Details:

\$5,000,000 total in Monetary Grants will be distributed as such:

- 100 Businesses will be selected per city
- Each business will receive a \$10,000 monetary grant

Eligibility Requirements:

- All Comcast RISE Program Eligibility+
- No more than 25 full-time and part-time employees
- Established business operations for a minimum of 3 years
- Business address in one of the following metro areas – Atlanta, Chicago, Detroit, Houston, or Philadelphia - as defined in Terms & Conditions

Now Is the Time to Rise

More details will be available
February 9, 2021 on
ComcastRISE.com

COMCAST RISE - TIMELINE

Comcast RISE Marketing and Technology Windows

Application Quarter	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022
Open Date	11/24/2020	2/8/2021	5/8/2021	8/8/2021	11/8/2021	2/8/2022	5/8/2022
Close Date	2/7/2021	5/7/2021	8/7/2021	11/7/2021	2/7/2022	5/7/2022	8/7/2022
Announcement Target Date	2/28/2021	5/28/2021	8/28/2021	11/28/2021	2/28/2022	5/28/2022	8/28/2022

Comcast RISE Investments Windows

Application Quarter	Q1 2021*
Open Date	3/1/2021
Close Date	3/14/2021
Announcement Target Date	4/27/2021

Additional windows TBC*

FAQS

Q: How do I apply for Comcast RISE (Marketing and Technology Services)?

A: Eligible business owners can visit ComcastRISE.com to fill out an application. Selections will occur on a quarterly basis. Check ComcastRISE.com for the latest information. The program currently is planned to end on December 31, 2022 – subject to change.

Q: How do I apply for Comcast RISE Investment (Monetary Grants)?

A: Eligible business owners can visit ComcastRISE.com to fill out an application from March 1-14, 2021. Recipients will be announced on or around April 27, 2021. Check ComcastRISE.com for the latest information.

Q: How do I determine if my footprint?

A: **Comcast Business and Effectv** service various markets in 40 states across the country. The following states are excluded from the Comcast Business and Effectv footprints:

For Comcast Business Services: Alaska, Hawaii, Idaho, Iowa, Montana, Nebraska, Nevada, North Dakota, Oklahoma, South Dakota, Wyoming

For Effectv: Alabama, Alaska, Arizona, Hawaii, Iowa, Kansas, Missouri, Montana, Nebraska, Nevada, North Carolina, North Dakota, Oklahoma, Rhode Island, South Dakota, Wisconsin, Wyoming

Q: What is the selection process?

A: Comcast RISE Recipients will be selected to receive business services based on the qualitative and quantitative answers submitted. A selection committee to be identified by Comcast will review all eligible submissions received during the contest period and use the following judging criteria to determine the top finalists: (i) completeness of the submission; (ii) originality of submission; and (iii) persuasiveness of responses to questions provided on why the applicant should be considered for the Comcast RISE program.

Q: When will the Marketing and Technology services be provided?

A: This is a quarterly based program, with a rolling submission process. Recipients are chosen until the quarterly amount allotted is exhausted. During the quarter, recipients will be contacted, via phone or email, and the fulfillment process will begin in an effort to provide the services as soon as possible to that business. At the end of each quarter, an entire list of the recipients will be released to the press and posted on the ComcastRISE.com website. Services will be fulfilled as quickly as possible within the quarter and timing varies based on service rendered.

Q: What happens if I miss the Marketing and Technology submission deadline for that quarter?

A: Your application will automatically be rolled over into the next quarter's application pool for consideration. If qualified and selected, you will be provided the business service that matches up with your stated business needs.

FAQS

Q: Is there a cash alternative to the services?

A: There is no ability to substitute business services for a cash equivalent. The Comcast RISE Investment program will be awarded as monetary grant.

Q: Are there any tax implications with the available services?

A: Recipients are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. Recipients should consult their tax advisers to determine their tax consequences.

Q: If I am not selected, can I re-apply for the program in the future?

A: Yes, you can continue to re-apply for the program and will be evaluated based on your application.

Q: If I have already won previously, can I re-apply and be considered for a different business service?

A: Yes, you can re-apply for the program to be considered for a service that you have not received previously.

Q: If I am a current client of Comcast Business or Effectv, can I apply and are there any restrictions to the services I can receive?

A: Yes, you can apply if you are a current Comcast Business customer or Effectv client and be eligible for all potential program benefits.

Q: Is this program only open to BIPOC-owned businesses?

A: Yes; the current program eligibility is open to Black, Indigenous, and People of Color (POC)-owned businesses.

Q: I am a member of the news media and want to learn more.

A: Please reach out to Michelle Gilbert (michelle_gilbert@comcast.com) or Rob Ponto (rob_ponto@comcast.com).