



Information Session
Westminster Economic
Development
January 19, 2022





COMCAST'S COMMITMENT TO DIVERSITY, EQUITY & INCLUSION

Comcast has committed \$100 million to advance social justice and equality

- Social Justice
- Employees
- Media, Awareness and Education
- Digital Equity
- Small Business Opportunity – Comcast RISE



Now Is the Time to Rise

Apply today. ComcastRISE.com



Representation. Investment. Strength. Empowerment.

Independent small businesses are the backbone of our communities, and today, more than ever, small businesses owned by people of color and women 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.



Comcast RISE

INTRODUCING





PROGRAM OVERVIEW

Eligibility Requirements:

- 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
- **As of January 16th, the program expanded eligibility to include all women-owned small businesses, regardless of race or ethnicity.**

Please see Official Rules located at ComcastRISE.com/legal

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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.



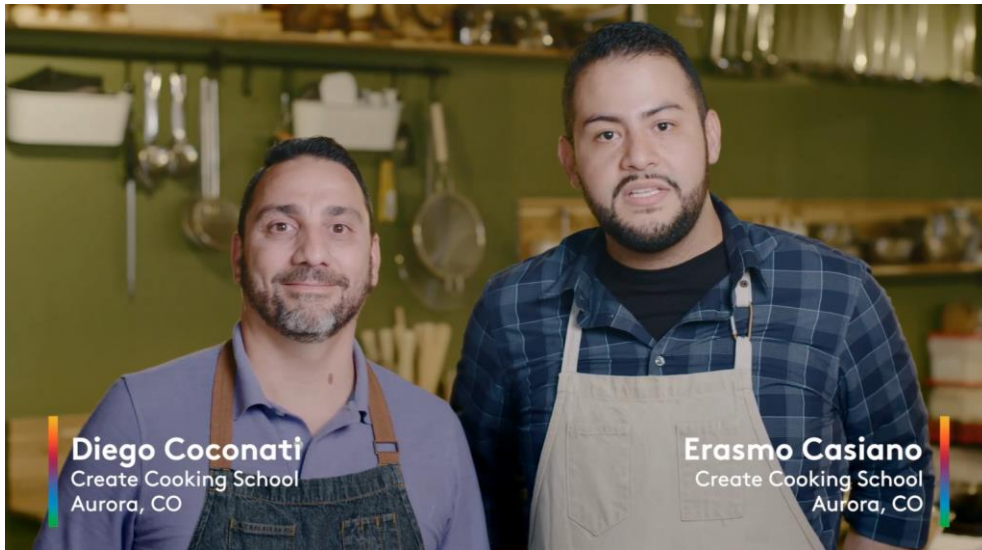
Technology Makeover

Computer equipment and Internet, Voice and Cybersecurity services for 12 months. (Taxes and other fees may still apply for tech makeover services.)



RISE SUPPORT AT WORK

Technology Makeover: Create Cooking School in Aurora



Recipient Testimonials:

"The Comcast Rise technology package has brought our organization into this decade. The program provided us with new technology which enabled us to help our artists sell merchandise, keep our employees and clients organized, as well as become more efficient with our event workflow." - **Janay Peloquin, Creative Director, The Blazin Jayne**

"The COVID-19 pandemic changed how we work and how those within our community work. And with these changes, Comcast RISE has helped our team to pivot. The technology makeover package provided our team with computers that allow us to work remotely and internet services for 12 months, that provide our customers with the means for a mobile working environment. " – **Kimberly Ponce, Owner, Kimberly's Event Center**

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RISE SUPPORT AT WORK

Marketing/Creative Support: 30-second spots



Recipient Testimonials:

"Through the Comcast RISE marketing services, we will be able to connect with a broader audience, which is something that we've never attempted before. We're excited to be introduced to new, potential clients and obtain a greater name recognition in the business community." - **Thomas Briones, President and Senior Partner, Briones Business Law Consulting, P.C.**

"When the pandemic hit, our focus continued to be to take care of our employees, that was the most important thing. This also meant that our focus was not on advertising. Comcast RISE has helped us to maintain marketing efforts during this time, and make sure that our brand is getting in front of consumers." - **Yashoda Naidoo, Annapurna's World Vegetarian Cafe, President and Founder**

To view several examples of 30-second spots produced for Colorado awardees, check out: <https://colorado.comcast.com/comcastrise/>



APPLICATION PROCESS

Recommended steps:

- Review the service offerings and videos at **ComcastRISE.com/about**.
- Determine which of the four service offerings will be the most impactful for your business.
- **Apply online at ComcastRISE.com/apply.**
- In your application, share your story and how the RISE program could help your business succeed.

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APPLICATION REVIEW AND AWARD TIMING

Process Timing:

- Comcast RISE is now accepting applications
- Application window closes 6/17/2022
- Application review period is roughly 30 days
- Awardees announced by 7/26/2022

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POST-AWARD PROCESS



Media

- Effectv leads host a "Welcome Call"
- Intake documentation
- Recipient uploads 30-sec spot to Effectv platform
- Verification of Awardee's media campaign information
- Campaign is built and scheduled for 90 days
- Post campaign, 1-mo and 3-mo check-in calls



Creative

- Effectv Leads host a "Welcome Call"
- Intake documentation
- In-house production team begins work on 30-sec commercial
- Draft shared with Awardee for feedback and approval
- Team uploads final version into Effectv platform
- Team connects again to verify media campaign information
- Campaign is built and scheduled for 90 days
- Post campaign, 1-mo and 3-mo check-in calls



Marketing

- Comcast partner Ureeka hosts a "Welcome Call" with Awardee to discuss what services will be provided.
- Through webinars, weekly trainings, meetings, etc., Ureeka provides Awardee with coaching, mentorship and networking opportunities



Technology

- Comcast to conduct email outreach notifying recipients
- Comcast Business lead hosts "Welcome Call"
- Recipient signs affidavit
- Comcast Business installs technology services for one year

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QUESTIONS AND CONTACT INFO

Q & A

Contact:

Andy Davis

Director, Government Affairs

andy_davis@comcast.com

(720) 636-1526

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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 determine if I am in the footprint?

A: Comcast Business and Effectv **business falls within the Comcast Business or Effectv** service various markets in 40 states across the country.

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 and 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.



COMCAST
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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 small businesses owned by people of color?

A: No; the current program eligibility is now open to all small businesses owned by women or people of color.

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

A: Please reach out to: ComcastRise_Press@comcast.com