



Independent small businesses are the backbone of our communities. But today, more than ever, small businesses owned by people of color (POC) or women have been some of the hardest hit. The time for talking and offering short-term gestures is over. We're putting our words into real, long-term, sustainable action through the creation of Comcast RISE. We know that Comcast alone can't remedy complex, systemic issues. But we are deeply committed to playing an integral role in driving lasting change.

Comcast RISE stands for Representation, Investment, Strength and Empowerment. The initiative combines the talent and resources of two business units with expertise in the small business space— Effectv, the ad sales division of Comcast Cable, and Comcast Business – to sustain, support and rebuild underrepresented small businesses within their combine footprints. The current program is geared towards the POC and women-owned business community. As Comcast RISE is a multi-year initiative, the future complimentary services will be open to other underrepresented groups.

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



Consulting

Advertising and marketing consultations 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 complimentary connectivity, voice and security services for 12 months.



Now is the
Time to Rise
Apply today.
ComcastRISE.com