



Comcast RISE

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Community Impact
Beltway Region



COMCAST
BUSINESS



COMCAST
RISE



INTRODUCING: COMCAST RISE





Representation. Investment. Strength. Empowerment.

Selected businesses could receive one or more of the following elements:

Consulting – Advertising and marketing consultations with local Effectv marketing, research and creative teams

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 placement 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.)

Monetary Grant – In 2021, Comcast RISE announced \$11 million in grants to 1100 businesses across select metropolitan areas. Each business received \$10,000 to invest in its own growth and sustainability. Stay tuned for more information on the next round, coming soon.

In November, Comcast RISE announced a major expansion to all women-owned businesses nationwide!



COMCAST
RISE

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COMCAST RISE: ELIGIBILITY REQUIREMENTS & BUSINESS 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 Consulting, Media and Creative Production Services
- 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 still may apply for tech makeover services.)

INTERNET ESSENTIALS

Eligible residents receive fast, affordable Internet at 50/10 Mbps speeds for **\$9.95 per month** + tax

- No contract or credit check
- No activation or equipment fees
- No installation fees

Families also may purchase a low-cost computer for **\$149.99** + tax.

- Internet-ready laptop or desktop with a 90-day warranty
- Equipped with Windows 10, Microsoft Office suite and Norton antivirus



All new eligible customers who apply before June 30, 2022 will receive 60 days of complimentary service

LIFT ZONES



A multiyear program to launch more than 1,000 WiFi-connected “Lift Zones” in community centers nationwide

Designed to help community members get online, participate in distance learning, do their homework and access essential services through local community centers

PUBLIC AWARENESS CAMPAIGN – COMCAST

- Affordable Connectivity Program

**Free Internet
Service**

**Affordable Connectivity
Program**

Internet Essentials customer: Ayden

• AFFORDABLE CONNECTIVITY PROGRAM

Internet Essentials ACP Collateral

- Internet Essentials flyers and posters will reflect ACP as the lead offer.
- The flyer will be available in 35 languages on the Partner Portal in January.
 - There will be an option with and without Xfinity Mobile messaging



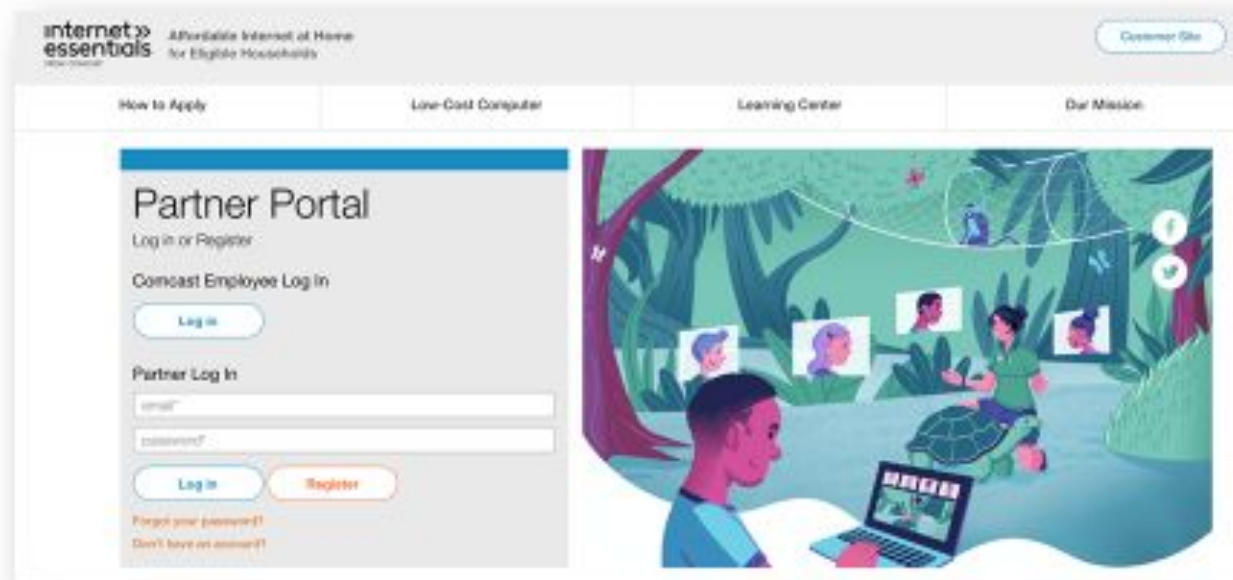
The flyer features a photograph of a young boy with glasses sitting at a desk, working on a laptop. In the top left corner, there is a badge that reads "Free Internet Service" and "A Comcast Connectivity Program". The top right corner displays the "internet essentials" logo. The main headline reads "Internet Essentials from Comcast" followed by "Get connected to FREE home Internet!". Below this, it states "Internet Essentials offers high-speed home Internet for a low monthly price. Receive Internet Essentials at no cost with the Affordable Connectivity Program." A price comparison box shows "Internet Essentials \$9.95 /month + tax" and "After rebate credited \$0". A list of benefits includes: "Fast, reliable connection - up to 50 Mbps", "Good for multiple devices at a time", "Work and learn from home", "Make video calls and share files", and "Stay connected on the go, with Xfinity WiFi hotspots". At the bottom, there is a QR code and the text "Already a customer? Hold your phone's camera over the code to enroll for the credit." The Comcast logo is in the bottom right corner.

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Internet Essentials Partner Portal

The online Partner Portal hosts a wealth of tools and resources to help you spread the word about Internet Essentials. All quantities ordered are complimentary and shipped free of charge so that you can pass them along to others in your community.

- Visit InternetEssentials.com/partner
- Sign in to download or order printed copies of flyers, brochures, postcards, and more!



Thank You