

# Grant Brief: Comcast RISE Investment Fund

For-profit small business grant · Corporate

**\$5,000 +  
marketing  
services**

AWARD AMOUNT

**Corporate**

SCOPE

**Rolling application windows  
by city/region**

DEADLINE

## Funder

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Comcast NBCUniversal

## Eligibility

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For-profit small businesses owned by people of color, women, veterans, LGBTQ+, persons with disabilities.

## Summary

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Combines cash with media airtime, creative production, technology makeovers, and marketing consulting.

## Key Details & Fit for WOW

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- DFW (which includes Little Elm) has historically been an eligible market.
- Past recipients commonly include restaurants and food trucks.
- Application is short — focus on impact story and growth plan.

## Application Strategy

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1. **Confirm current cycle** on the funder's site: <https://www.comcastrise.com/>
2. **Tailor the narrative** — lead with WOW's role as a kid-favorite Texas event brand and operator-licensing model.
3. **Attach assets** — pitch deck, business plan, and 2–3 hero photos of the product.
4. **Submit before deadline**; calendar a follow-up 14 days later.

**Reminder:** grant programs change. Always verify deadline, amount, and eligibility on the funder's official page before applying.

Open funder website ↗