



Serving our communities and underrepresented businesses in need

At Pace, we believe in entrepreneurship, giving back and paying it forward. We've developed a program to partner with underrepresented business founders to create a positive impact because we believe that investing in our community will propel a meaningful, innovative and profitable entrepreneurial ecosystem for the future. The Pace Impact Project Program will select up to four entrepreneurs and small businesses to share our marketing expertise with and help them develop their social media presence.

Pace will work with the selected businesses to harness the power of social media to create a campaign that will measurably impact the chosen businesses and their bottom lines, whether it is generating awareness, increasing consideration from new customers or converting engaged customers. Pace will also teach the selected businesses how to measure and continue their social media efforts thereafter. Each company's social media campaign will include a social media calendar and a recommended cadence of posts.

Selected businesses will be provided with:



Annual social media plan
with a calendar



2-3 social posts per month
created by Pace and coaching
for creating the balance of
posts for the month.



Training on how to
maintain their social media
plan in the future

Ideal candidates will have the following characteristics:

- Multicultural, LGBTQ+, woman, veteran, disabled or otherwise underrepresented founder or co-founder
- Small business
- Located within one of the Pace communities (Greensboro, NC; New York, NY; San Antonio, TX)
- A commitment to working with Pace team members and providing business information relevant to creating a meaningful social media campaign

Applications accepted October 20–December 1, 2020.

Please visit the Pace website at paceco.com/pace-impact-project to apply.

Pace shall determine the timelines and deadlines for this project and will communicate them to Company. Company shall abide by all deadlines and respond to questions or requests from Pace within two (2) business days.

Company shall provide Pace with a central point of contact who has authority to make decisions and speak on behalf of Company. This person will be reasonably available to Pace for meetings, either in person or over the phone.

Each social post will include no more than one (1) round of review and revision with Company. Company to provide feedback within two (2) business days.

Pace shall deliver the posts to Company. Company will upload to its social channels.

Pace reserves the right to terminate any agreement with Company upon five (5) business days' notice in cases of actual or suspected: infringement, negligence, intentional wrongdoing, or failure to abide by these terms and conditions. In case of such early termination, Pace shall not have any further obligation to Company.

There will be no additional work by Pace for Company other than what is outlined above.

All work completed under this project is the sole property of Pace. Company only receives a limited license to use the posts as-is on its social channels.

Should Company provide images for Pace to use, Company agrees that it owns the images and/or has the rights necessary to allow Pace to use the images in the social posts. Company will indemnify Pace for any third party intellectual property claims related to any Company-supplied content.

Services are provided "as is," and Pace provides no warranties.

Company agrees that Pace may use Company's name and logo on its website and social media platforms to promote this program.