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Round one of Intuit's Small Business Big Game campaign ended Monday, Sept. 23 with more than 10,000 small businesses advancing to the next round. These companies will continue to compete for their chance at winning a 30-second custom television advertisement that will air during football's biggest game on Feb. 2, 2014.

"We knew when we launched this program we would hear some incredible stories to help us celebrate small business success," said Ken Wach, vice president of marketing, Intuit Small Business Group. "The entries we've had go above and beyond. They include truly inspiring tales of perseverance, passion and personal lessons that everyone can apply to their daily lives."

During the second round, small businesses will complete a series of activities to tell the world more about their business. Owners will create a short video and answer several questions to share advice that other small businesses can learn from and describe what makes their business stand out from the competition.

A panel of judges will then decide what businesses will advance to the Top 20. Entries will be scored based on how passionate, authentic, entertaining and appropriate to the brand the business is. Votes and proof of financial stability are also considered. In addition, Top 20 finalists must be an active, lawful small business with fewer than 50 full-time employees.

Those who participate in round two activities will also automatically be eligible for weekly sweepstakes that include advertising credits, a free year of QuickBooks Online and more.

To see the small businesses that have advanced and to vote for favorites, visit the

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