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Taija Sparkman • Jul. 31, 2013



Intuit announced today its new small business program aimed at helping SMBs share their stories while giving them resources to help them succeed. Participants will also have a chance to get their own 30-second television ad aired during **the Super Bowl**.

“Every small business has a unique story – and we want the world to hear it,” said

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online advertising credits. They will have the chance to connect with other small business owners and receive advice from [Bill Rancic](#), star of *Giuliana and Bill*, entrepreneur and program advocate. In addition, professional football coach and two-time Super Bowl winner, Jimmy Johnson will help recruit SMB owners and offer motivation throughout the Small Business Big Game.

“With this campaign, everyone is a winner. Each business owner who signs up gets a chance to tell their story on the website, giving small businesses across the country a spotlight,” said Rancic. “The resources and prizes make this a triple win for small businesses and I’m excited to be a part of it.”

Huddle Up: How It Works

Small business owners can sign up today through Sept. 22 by visiting the [Small Business Big Game website](#) and telling their story in 600 characters or less. Once they've signed up, participants will receive the Intuit Small Business Playbook, which offers tips on topics and issues for SMBs. Participants will also get an exclusive for a free 30-day trial of QuickBooks Online and a 50 percent discount for one year after the trial ends. Participants will also take part in random giveaways for prizes such as \$1,000 business grants and autographed footballs by Jimmy Johnson.

Public voting will take place the week of Sept. 23, and the business with the most votes will move to the next round. During this round, SMB owners will answer questions about their business for chances to win the weekly sweepstakes. Prizes include Facebook and Google advertising credits and a free year of QuickBooks Online. In addition, one lucky winner will score a trip for two to New York, along with tickets to the big game.

On Oct. 28, approximately 8,000 Intuit employees worldwide will select the final four from the top 20 small businesses. The final four will be announced on Nov. 11,

and receive a professionally produced national TV ad, a chance to meet Bill Rancic

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truly championing small businesses and helping fuel their growth.”

Small Business • Technology

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