

Introducing the Digital Ready Superfan Promotion

Frequently asked questions (FAQs)

What is the Digital Ready Superfan Promotion?

The Digital Ready Superfan Promotion is part of Verizon's commitment to uplift small businesses by giving them the tools and resources they need to thrive in today's digital economy.

In addition to the free resources offered through the Verizon Small Business Digital Ready program, our partners at LISC will identify three applicants, based on their eligibility and adherence to program guidelines, to be designated as Digital Ready Superfans. Digital Ready Superfans will receive a \$25,000 grant for their small business from LISC and, in addition, Verizon will invite these grantees to take part in a special small business event during February's Super Bowl LIX Week and attend the big game, including Super Bowl LIX tickets, airfare, and accommodations for the business owner and one guest.

Is my business eligible to apply for the Verizon Digital Ready Superfan Promotion?

To unlock the application, you must have an account on Verizon Small Business Digital Ready and complete any combination of five courses or virtual events (including recorded events) by November 22nd, 2024 and submit a grant application by 11:59 PM PT on November 22nd, 2024. For example, you can unlock the application by completing three courses and two virtual events or five courses, or five virtual events (or any combination). If you have completed five resources at any point previously on the Digital Ready platform, the application will already be unlocked.

Once these requirements have been completed, you will have access to the grant application on the Digital Ready [Superfan Promotion page](#). Once the application is unlocked, click "Get Started" to go directly to the application.

Engagements through in-person events do not count towards grant eligibility. Awards will be made after eligibility criteria and program guidelines are evaluated to three qualified businesses who apply (not all applicants will be selected.). Inaccurate and incomplete submissions will not be considered, and priority will be given to businesses located in and/or serving historically under-served communities with limited access to flexible, affordable capital. Non-profit organizations are ineligible for this grant. Applicants may apply for one business only and must be 18 years of age to apply. Grantees must be available for a small business event in New Orleans the week of 2/3/25. (Verizon will cover travel expenses.)

Current directors, officers, employees and contractors of LISC or Verizon and such individuals' close family members (spouse, parents, children, grandchildren, great-grandchildren, and spouses of children, grandchildren, and great-grandchildren) may not be eligible to receive an award.

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As a part of my application, what needs to be included in the social media post?

As a part of the application, you will be asked to post a video (~1 minute) to social media telling us your small business story and about the resources you have used on Digital Ready. In the video, please make sure to share a little about yourself (your name and where you're from), your business (what your business does), and your experience on Small Business Digital Ready (e.g., what courses or events have you taken). Such postings must be factually accurate, and not contain any false or misleading claims about your business, LISC, Verizon or Small Business Digital Ready. Do not post any confidential or proprietary information. All posts must include a written disclaimer reading, "Digital Ready does not guarantee outcomes and your results may vary" to be considered for the promotion. All posts must also include the following hashtags: #VerizonPartner and #DigitalReady to be considered for this promotion. By submitting your application to the Verizon Digital Ready Superfan Promotion, you agree to modify or remove your post from all social media at Verizon's request.

You will need to include a link to the post in your application. LISC will evaluate the content of your story, not the image quality of the video. Late applications will not be considered.

What Social Media Channels can I post my application's video to?

Videos must be posted to one of the following social media channels: Facebook, Instagram, LinkedIn, TikTok, YouTube and X. Videos shared on other social media channels will not be considered. Please note that your post must be publicly visible in order to include a link to it in your application. For instructions on how to make your post public, refer to platform-specific instructions on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), [YouTube](#) or [X](#).

Can I apply for both the Verizon Small Business Digital Ready Grant and the Digital Ready Superfan Promotion?

Yes, you can apply for both at the same time, provided you meet the eligibility criteria for each. To be eligible for both opportunities, you must be at least 18 years old and apply for one business only. Non-profit organizations are not eligible for either opportunity. You must meet both eligibility criteria and complete each unique application to be considered for both opportunities.

To unlock the Digital Ready Superfan Promotion application, you must complete any combination of five courses or virtual events (including recorded events) by **November 22nd, 2024** and submit a grant application by 11:59 PM PT on **November 22nd, 2024**.

To unlock the Verizon Small Business Digital Ready grant application, you must complete any combination of two courses or virtual events (including recorded events) **between July 1, 2024 and December 13, 2024**, and submit a grant application by **December 13, 2024**.

Resources taken toward unlocking the Verizon Small Business Digital Ready Grant will also count towards unlocking the Digital Ready Superfan Promotion. Resources completed from July 1, 2024-November 22, 2024, will count towards unlocking the Verizon Small Business Digital Ready Grant application. Learn more about the Verizon Small Business Digital Ready Grant, [here](#).

Why do some Digital Ready resources unlock the Digital Ready Superfan Promotion and not the Digital Ready Grant?

Courses and virtual events taken at any point during the Digital Ready program through **November 22, 2024**, count towards unlocking the Digital Ready Superfan Promotion while only courses and virtual events taken from **July 1, 2024 to December 13, 2024** count towards unlocking the Verizon Small Business Digital Ready Grant.

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When does the Digital Ready Superfan Promotion open?

Applications are now open and close at **11:59 pm PT on November 22nd, 2024**. All applicants will be notified about whether or not they have been selected as a finalist by **December 31st, 2024**.

Is the application available in Spanish?

Yes, the application is available in Spanish. Once you have unlocked the application, click on the link to the application. There, you will see the option to complete the application in Spanish. If you are viewing Digital Ready in Spanish, the application will default to Spanish.

Other frequently asked questions

How can I verify if I've completed the eligibility requirements?

Once you have completed the required combination of courses and virtual events, the application will unlock on the Digital Ready Superfan Promotion page and you will see the option to "Get Started." If you have completed five resources on Small Business Digital Ready and the application has not unlocked, you can reach out to our support team at digitalready@verizon.com.

Can I change my application after it has been submitted?

No. Once an application is submitted it is final. Review your answers carefully before you submit your application. Please note, your responses may not be saved if you leave the application page before submitting. You may also lose your work if your internet is disconnected or as a result of other potential web browser issues. LISC cannot accept changes to the application once it has been submitted, so please review it carefully. We recommend using the Google Chrome browser for the application process.

Will I receive confirmation after I submit my application?

Every applicant receives a confirmation screen after hitting "done," as well as a follow-up email confirmation, as long as they have filled out all fields correctly. Following these confirmations, the next communication you will receive will be by **December 31st, 2024** to inform you if you have been selected as a finalist.

Please note that any/all email correspondence related to your grant application will come from our partner LISC, via a "lisc.org" email address. If you have any questions or concerns about an email regarding your grant application, please reach out to smallbusinessservices@lisc.org.

If I applied to the current or previous Verizon Small Business Digital Ready Grant round, do I have to apply separately to the Superfan Promotion, or will my applications roll over?

Applications from the current and previous Verizon Small Business Digital Ready Grant rounds do not roll over to the Superfan Promotion. You must submit a new, separate application for each opportunity, including the Superfan Promotion to be considered for selection. Each opportunity and grant round has its own unique eligibility requirements and application process. Eligible applicants will be evaluated independently for the Superfan Promotion, regardless of any prior or concurrent applications. Please note, the application requires only basic business info and working with a grant writer or other third party will not increase your chance of being selected.

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When filling out the application, I'm seeing the error message "3.1. You're creating a duplicate record. It is recommended you use an existing record instead." What should I do?

Applicants may apply for only one business and submit only one application per round. If you've applied in previous rounds, please submit a new application with the exact same First Name, Last Name and Email Address as you did previously.

How will I be contacted or know if I will receive a grant?

LISC will primarily utilize email to communicate with all applicants. You can expect to hear whether or not you have been selected as a finalist by **December 31st, 2024**.

Be sure to check your email regularly, including spam folders. Email updates to all applicants will come from the LISC Small Business Grants. Finalists will receive next steps from an "@lisc.org" email address domain. Please note that all emails regarding your grant application status will come from a "@lisc.org" email address. If you have any questions or concerns regarding the legitimacy of an email about your grant application status, please contact smallbusinessservices@lisc.org.

Finalists will be notified by email and must respond promptly. The return of any finalist or grantee notification message or document as undeliverable may result in disqualification of the applicable finalist or grantee, the forfeiture of his or her interest in the grant, and the selection of a substitute from among all remaining eligible finalists.

Can I be selected to receive both the Verizon Small Business Digital Ready Grant and Digital Ready Superfan Promotion? Will I be notified at the same time?

If your business is selected for the Digital Ready Superfan Promotion, you will not be eligible for selection for the Digital Ready Grant. Notifications about each opportunity will be sent separately and at different times. Finalists of the Digital Ready Superfan Promotion will be notified by December 31st, 2024. Finalists of the Verizon Small Business Digital Ready Grant will be notified by January 10th, 2025 (after the Superfan Promotion finalists have been notified).

What does it mean to be a "finalist" and will there be additional documentation required?

If your business is selected as a finalist, you will be notified via email. Being selected as a finalist does not guarantee that you will receive a grant. As a finalist, additional documentation will be required to screen and verify business information. This may include a background search that LISC will conduct at our expense and submission of additional information including verification information such as date of birth, SSN, TIN/ITIN, EIN, W-9, and appropriate banking information in order to receive funds via ACH if awarded. The background verification does not involve a credit check or credit score pull. LISC will never request copies of personal documentation such as driver's licenses, passports and/or green cards.

Does anything need to be repaid?

No, these grants do not need to be repaid. However, all taxes associated with the acceptance and/or uses of cash awarded are the sole responsibility of the individual grantee. LISC will issue a Form 1099 for these grants. Verizon will issue a Form 1099 for the value of the Super Bowl LIX trip.

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NFL Disclaimer

Participant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the “NFL Entities”) and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

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