



## Score Free Play and Perks: Topgolf's \$20 Monthly Membership Arrives

*New "Topgolf PlayMore" Membership Offers Unmatched Value, Access and Game Play for Just \$20 a Month*

DALLAS, Oct. 8, 2025 /PRNewswire/ -- Modern golf entertainment leader [Topgolf](#) announced the launch of [Topgolf PlayMore](#), a brand-new monthly membership designed to unleash the power of play, making it more accessible and affordable for Players. For just \$20 a month (\*plus applicable taxes), Players receive one free hour of game play each month – redeemable any day, any time – plus one free appetizer every visit.



"Players continue to look for high-quality, fun and affordable ways to connect and play that don't break the bank," said Josh Belkin, SVP of Revenue Management & Player Engagement at Topgolf. "The launch of Topgolf PlayMore couldn't come at a better time. In a period of economic uncertainty, we're meeting Players where they are – delivering flexible membership options and everyday value that make Topgolf more accessible every day of the week."

### How It Works

- Sign up online at [Topgolf.com/Memberships](#) or through the Topgolf App to score a free hour of game play monthly – any day, any time – plus a free appetizer EVERY visit.
- The free hour of game play is automatically added to Player accounts each month. Log on to the Topgolf App, choose the preferred day and time, and then make the reservation. During checkout, select the option to redeem the free hour.
- Bring five guests every time you visit for added fun. It's perfect for group outings, family fun or hanging out with friends!
- **Note:** Reservations are required for redemption and must be made in the Topgolf App. Read FAQ and Terms & Conditions [here](#).

### Making Play More Accessible

Strong feedback from Players highlighted the need for a simple, flexible and affordable way to engage more often with the brand – **without restrictions or blackout dates**. Topgolf PlayMore is an affordable membership option for golfers and non-golfers alike that pays for itself in just one visit, making it a no-brainer for anyone who enjoys Topgolf with their friends, family or even by themselves.

At its core, Topgolf PlayMore is designed with two goals in mind: **1)** Ensuring that the power of play is available to more Players, more often, and **2)** Encouraging current Players to return more frequently by delivering them exceptional value.

## The Value Lineup

Topgolf PlayMore joins the brand's broader value lineup, introduced earlier this summer, which continues to draw Players and deliver more ways to play for less:

- [Half-Off Golf](#): All day Monday through Thursday at participating venues.
- [Sunday Funday](#): Game play for just \$30-\$40 per hour for the whole group at participating venues.
- [Topgolf Nights](#): Late-night fun every Friday from 10 p.m. to close for \$30-\$40 per hour at participating venues.
- [Value Bites](#): Budget-friendly eats include the **Funday Faves Platter**, which features chicken sliders, cheesy macaroni bites, pretzel bites, chips and salsa for six Players from \$38.99 - \$42.99; the **Pepsi® Kickoff Combo**, a customizable food and drink bundle from \$24.99-\$29.99; and **\$5 Beers** and **\$6-8 Margaritas**. Pricing and availability vary by venue.

Topgolf PlayMore joins Topgolf's existing [membership program](#) as an option alongside **Platinum Club** and **Platinum Elite**, extending the brand's tiered offering to serve a wider range of Players. For more information on Topgolf PlayMore or to sign up, visit [Topgolf.com/Memberships](https://topgolf.com/Memberships) or the Topgolf App.

## About Topgolf

A Topgolf Callaway Brands Corp. (NYSE: MODG) brand, Topgolf is the ultimate instigator of play. Thanks to our 100+ venues around the globe, which are powered by industry-leading Toptracer technology, we're leading the charge of modern golf. We offer a variety of tech-driven games, a top-tier food and drink menu, space to host large events, and a vibe focused on more play for all. To learn more, plan an event, or make plans to come play around, visit [topgolf.com](https://topgolf.com).

## About Topgolf Callaway Brands

Topgolf Callaway Brands Corp. (NYSE: [MODG](#)) is an unrivaled tech-enabled Modern Golf and active lifestyle company delivering leading golf equipment, apparel and entertainment, with a portfolio of global brands including Topgolf, Callaway Golf, TravisMathew, Toptracer, Odyssey and OGIO. "Modern Golf" is the dynamic and inclusive ecosystem that includes both on-course and off-course golf. Learn more at [topgolfcallawaybrands.com](https://topgolfcallawaybrands.com).

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