

Customer FAQs



Tops Tailgate Club - Fall 2026 **9/6 - 10/17/2026**

What is Tops Tailgate Club?

- GOAT Sweeps: Automatically earn UNLIMITED entries by purchasing qualifying products
- Weekly Digital Deal eCoupon: Each week, unlock a special eCoupon via QR code found in-store or in-ad
- Play the Online Game: Play online for chances to win in our digital football game
Topsmarkets.com/TailgateClub

What is the Weekly Digital Deal eCoupon and how do I use them?

- Digital Deal eCoupon is a limited time, deeply discounted deal offered weekly during this promotion for BonusPlus shoppers
- New digital deal available every week via QR Code: Advertised in weekly ad, digitally and in-store signage
- Clip the eCoupon to automatically add to your Tops BonusPlus digital wallet- at checkout see instant savings!
- Limit 1 per Household per week

How do I earn GOAT Sweepstake entries and Digital Game Kicks?

- Shop at Tops Friendly Markets using your Tops BonusPlus card account
- Automatically earn 1 entry and 1 kick every time you purchase a qualifying product in a single transaction
 - **Earn Entries and Kicks:** 9/6/26 - 10/17/26
 - **Redeem Kicks:** 9/6/26 - 10/24/26
 - **eCoupons Valid:** 9/6/26 - 10/31/26

What is the Online Game - Kick-to-Win?

- The Online Game is an *optional* bonus chance to win extra prizes, coupons, gift cards, and free product
- Earn Online Game Kicks just by shopping at Tops Markets with your BonusPlus account – in-store and online
- Play Online Game at Topsmarkets.com/TailgateClub by using your Online Game Kicks to score field goals for a chance to win
- See Topsmarkets.com/TailgateClub for complete game play rules & instructions

How do I earn Online Game Kicks?

- Earn 1 Kick when you make a qualifying brand purchase in a single transaction.

How do I know how many Online Game Kicks I have?

- Check online at Topsmarkets.com/TailgateClub you must be logged in and registered

What can I redeem my Online Game Kick for?

- 1 Online Game Kick = 1 chance to play the Online Kick-to-Win Game at Topsmarkets.com/TailgateClub

What can I win with Online Game Kick?

- Tops eGift cards, Free product eCoupons, Cents off product eCoupons, NFL Shop & Fanatics eGift Cards, Sweepstakes entries for a chance to win 2 Buffalo Bills tickets
- All eCoupon prizes are valid until 10/31/26

I don't use digital eCoupons or play online games - Can I still participate?

- Yes, you still can earn entries automatically with your BonusPlus account into the weekly GOAT Sweepstakes - Digital coupons and the online game are optional extras

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Is there a limit to how many times I can earn/redeem Online Game Kicks during the promotion?

- No, you can redeem your Kicks in single (1) increments – one (1) kick per one (1) qualifying brand product purchase - Once redeemed, Kicks will be removed from your BonusPlus account, you will continue to accumulate additional Kicks for every qualifying purchase (provided the date is within a specified “earn” period)
- Online Game Kicks accumulate on your account at Topsmarkets.com/TailgateClub and are removed once you kick for a field goal
- Kicks must be redeemed/played by 10/24/26

I had XX Online Game Kicks, but now the Kicks are not on my account, what happened?

- There is a possibility your Tops BonusPlus account is linked to another card in your household - If so, the Kicks may have been redeemed by that person
- Online Game Kicks may take up to 1 hour to appear on the Topsmarkets.com/TailgateClub website
- If you have lost one of your cards, there is a possibility that someone else will use this lost card, call Consumer Affairs for assistance
- The Consumer Affairs Department can assist in identifying what may have happened; they can be reached by calling 1-800-522-2522, Option 3, Mon-Fri 8 AM - 8 PM, Sat & Sun from 9 AM - 3PM

Will I earn GOAT entries/Online Game Kicks if I use my phone number at checkout?

- Yes, if your BonusPlus card is registered on your phone number, you will earn Sweeps entries and Kicks

Will I earn GOAT entries/Online Game Kicks when shopping at TopsMarkets.com or the Tops Mobile App for groceries?

- Yes, if your BonusPlus card is registered to your online account, you earn Sweeps entries and Kicks for qualifying transactions and for participating items purchased

Will I still earn Tops GasPoints in addition to GOAT entries/Online Game Kicks?

- Yes – Tailgate Club is a bonus! In addition to earning Sweeps entries and Kicks, you will continue to earn GasPoints on qualifying purchases for each promotion
- For complete Tops GasPoints details, visit TopsMarkets.com/GasPoints

What purchases earn GOAT entries/Online Game Kicks?

Alani, Avocados from Mexico, BodyArmor, Bounty, C4 Energy, Campbell's, Coca-Cola, Frank's Red Hot, Gatorade, Grillo's Pickles, King's Hawaiian, Margherita, McCain, Monster Energy, Orville Redenbacher's, Pepsi, Powerade, Ritz, Rotel, Smithfield, Swanson, Tim Horton's, Tostitos, Treasure Cave, Wendy's Chili

