



LIMITED TIME ONLY

50% TRADE-IN BONUS*

TOWARDS THE NEW PARADYM Ai SMOKE FAMILY & OTHER ELIGIBLE PRODUCTS

JANUARY 12TH - MARCH 31ST 2024

PARADYM

PARADYM

Ai SMOKE

PARADYM
STAR

BIG BERTHA

BIG BERTHA
REVA

REVA

APEX PRO SERIES

APEX 21

JAWS RAW

CB
WEDGE

Ai-ONE

Ai-ONE • MILLED



*From Jan. 1, 2024 – March 31, 2024 ("Promotion Period") receive a 50% trade-in bonus towards the purchase of the following Eligible Callaway Trade-Up Products ("Eligible Products"): Ai Smoke (Drivers, Fairway Woods, Hybrids, Irons), Paradym (Drivers, Fairway Woods, Hybrids, Irons), Paradym Star (Drivers, Fairway Woods, Hybrids, Irons), Big Bertha 23 (Drivers, Fairway Woods, Hybrids, Irons), Big Bertha REVA 23 (Drivers, Fairway Woods, Hybrids, Irons), REVA Complete Sets, Apex Pro Series (CB, MB, Pro, UT, UW), Apex 21 Irons (Std, DCB), JAWS Raw Wedges, CB Wedge, Ai-ONE and Ai-ONE Milled Putters. Eligible Products must be traded and purchased in a single transaction from an authorized U.S. or Canada participating retailer ("Participating Retailer"). Eligible Products exclude demos, used clubs, WP, wholesale, rewards, gifts, group purchases and the like. 50% Trade-In Bonus based on the value of the trade-in as listed on the then-current Trade-In Trade-Up Rate Card. Trade values subject to condition guide as outlined, as determined by the Participating Retailer. Limits: Limit 1 club value per Eligible Product purchased. Irons: Trade must consist of a min. of 6 and max. of 9 irons/hybrids/wedges per Eligible Product set purchased. Trade-in value cannot exceed purchase value. Trade must be created within 15 days of applicable event. Trade-in credit must be applied at time of purchase during single transaction and must be documented on the same invoice/sales receipt as the Eligible Product purchased. Not redeemable for cash and transferable to any other products. Callaway reserves the right to modify, suspend or end this offer at any time for any reason. Void where prohibited. Valid at Participating Retailers conducting Authorized Green Grass Fitting Events in the US & Canada and only while supplies last. No substitutions. ©2024 Topgolf Callaway Brands Corp.