



Superior Entertainment Center  
3060 U.S. Highway 41 West, Marquette, MI 49855  
(906) 225-9230 • [www.wingsandbowling.com](http://www.wingsandbowling.com)



## Superior Rewards Card Frequently Asked Questions

### **How much does it cost to become a Superior Rewards member?**

Membership is completely free. There is no activation fee, membership fee, or usage fee. In summary, there are no hidden fees whatsoever.

### **How do I activate my card?**

Activation instructions are on the back of every card. You will have to visit [www.bowlingrewards.com](http://www.bowlingrewards.com) from home, enter your card number and some basic information (e-mail address, home address, telephone number, etc.). We will never ask for your social security number, driver's license number, or other personal identification numbers.

### **How do I know my personal information is secure?**

The Bowling Rewards Program is an affiliate of AmeriCardGold Stored Value Networks. Superior Entertainment Center, Bowling Rewards, and AmeriCardGold are all committed to protecting your personal information and will never sell it to third parties or use it without your permission. For more information on our privacy policy, please visit [www.bowlingrewards.com](http://www.bowlingrewards.com).

### **Why am I asked to set up a password when I activate my card?**

Your password will enable you to log in any time to view your rewards balance, gift balance, and games balance, as well as transaction histories.

### **What do I do if I leave my card at home?**

No problem! As long as your card is activated, we can simply look it up in the system and you can still earn rewards or use any rewards balance, gift balance, or games balance.

### **What do I do if I end up with more than one card?**

This will happen quite often. You may already have a card and then somebody purchases a gift card for you, or you may already have a card and also want to purchase a card with two games of bowling for a chance to win \$50 in rewards. Simply bring both cards to the Bowling Counter and we can easily transfer the rewards balance, gift balance, and/or games balance from one card to another.

### **What do I do if I lose my card?**

Activating your card immediately will ensure that we can always recover your rewards balance, gift balance, and games balance. If your card is activated, we can simply look it up in the system and transfer your balances to a new card. However, if you don't activate your card, there will be no way for us to recover these balances, as there will be no record of this card belonging to you.

### **How do you know that I'm a league member so I can earn 20% in rewards on my purchases?**

All Superior Lanes adult leagues are USBC sanctioned, so we will simply ask you to show your sanction card. If you are not in the habit of carrying this with you, you may want to begin to do so. Many of our employees do not regularly work league shifts and may not be able to recognize each of our 200 league bowlers without the help of the sanction card.

### **I am a member of the Superior Lanes Youth League, MSHS High School Bowling Team, or NMU Intramural League and don't have a sanction card.**

We have a list of all these bowlers at the Bowling Counter: please simply tell us you're a member and we'll look up your name.