

Subject: A Special Anniversary Gift: Upgrade to the [Premium Card Name]

Dear [Customer Name],

Happy Anniversary! We are thrilled to celebrate your [Number] year(s) as a loyal [Bank/Company Name] cardmember.

To show our appreciation for your continued trust, you have been pre-approved for an exclusive upgrade to the **[Premium Card Name]**. This invitation is our way of rewarding your loyalty with enhanced benefits designed for your lifestyle.

Your New Premium Benefits Include:

- **Higher Rewards:** Earn [X] points/cashback for every dollar spent.
- **Anniversary Bonus:** Receive [Number] bonus points upon activation.
- **Travel Perks:** Complimentary airport lounge access and premium travel insurance.
- **Lower APR:** A reduced interest rate of [X]% on all purchases.

What you need to know:

- Your current credit line will remain the same or may be increased upon review.
- Your existing balance and points will transfer automatically to your new account.
- There is no impact on your credit score to accept this upgrade.

To claim your upgrade, please log in to your mobile app or click the button below by [Date].

[Accept Your Upgrade Now](#)

Thank you for being a valued member of our community. We look forward to providing you with even better service in the years to come.

Best regards,

The [Bank/Company Name] Team