

[Company Letterhead/Logo]

[Date]

[Executive Name]

[Title]

[Company Name]

[Office Address]

Subject: Invitation to Upgrade: The Corporate Executive Premium Rewards Card

Dear [Executive Name],

In recognition of your leadership and continued partnership, we are pleased to invite you to upgrade your current corporate account to our most exclusive tier: the **Corporate Executive Premium Rewards Card**.

This invitation-only upgrade is designed to streamline your global business travel and enhance your executive lifestyle with a suite of premium benefits, including:

- **Accelerated Rewards:** Earn [Number]x points on all international travel, luxury lodging, and client entertainment.
- **Global Lounge Access:** Complimentary unlimited access to over [Number] airport lounges worldwide.
- **Executive Concierge:** 24/7 dedicated support for bespoke travel arrangements, dining reservations, and event access.
- **Comprehensive Protection:** Enhanced multi-trip travel insurance, purchase protection, and primary rental car coverage.
- **Annual Travel Credit:** A \$[Amount] statement credit applied to your first travel-related purchase each year.

Next Steps:

To accept this upgrade and receive your new metal card, please click the secure link below or contact your dedicated Relationship Manager at [Phone Number]. Your existing account number will remain unchanged to ensure a seamless transition for your recurring payments.

[Link: Upgrade My Account Now]

Thank you for your continued trust and business. We look forward to providing you with this elevated level of service.

Sincerely,

[Sender Name]

[Title]

[Department Name]

[Financial Institution Name]