

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Dear [Customer Name],

Because of your exceptional history as a loyal cardmember, we are pleased to invite you to upgrade to the **[Name of Premium Card]**.

This exclusive invitation allows you to transition to our highest tier of service, designed specifically for your lifestyle. As a premium member, you will enjoy:

- **Elite Rewards:** Earn [X] points for every dollar spent on travel and dining.
- **Luxury Travel:** Complimentary access to over [Number] airport lounges worldwide.
- **Concierge Service:** 24/7 personal assistance for bookings and event access.
- **Annual Credit:** A \$[Amount] statement credit towards travel or retail purchases.

Accepting your upgrade is simple:

1. Log in to your account at [Website URL].
2. Enter your personal invitation code: **[Invitation Code]**.
3. Confirm your details and your new card will arrive within [Number] business days.

Your current account history and credit line will transfer seamlessly to your new card. Please note that an annual fee of \$[Amount] applies to this premium account.

We look forward to providing you with this elevated level of service.

Sincerely,

[Sender Name]

[Title]

[Bank/Company Name]