

[Company Name]
[Address Line 1]
[City, State, Zip Code]
[Date]

[Customer Name]
[Customer Address]
[City, State, Zip Code]

Subject: Exclusive Limited-Time Offer: Upgrade to the [New Card Name]

Dear [Customer Name],

Because you are a valued [Current Card Name] holder, we are pleased to invite you to upgrade your account to the [New Card Name]. This is an exclusive opportunity to unlock premium rewards and enhanced benefits designed for your lifestyle.

Why upgrade?

- **Welcome Bonus:** Earn [Number] bonus points after your first purchase with your new card.
- **Higher Rewards:** Earn [Percentage]% cash back on all [Category] purchases.
- **Travel Perks:** Access to [Benefit, e.g., Airport Lounges] and no foreign transaction fees.
- **Elite Protection:** Enhanced purchase protection and extended warranty coverage.

Act now - this offer expires on [Expiration Date].

Upgrading is simple. Your current account number and credit line will remain the same, and your new premium card will arrive by mail within [Number] business days of acceptance.

To accept this offer, please visit [Website URL] and enter your unique invitation code: [Access Code], or call us at [Phone Number].

Thank you for your continued loyalty.

Sincerely,

[Sender Name]
[Title]
[Company Name]

Terms and conditions apply. See enclosed brochure for details regarding annual fees and interest rates.