

Date: [Insert Date]

[Customer Name]

[Address Line 1]

[City, State, Zip Code]

Subject: Congratulations on Your Milestone - You Are Eligible for a Premium Upgrade

Dear [Customer Name],

We are writing to congratulate you on reaching a significant milestone with [Bank/Company Name]. Because of your excellent account history and loyalty, you have been pre-selected for an exclusive upgrade to our **[Insert Premium Card Name]**.

This premium rewards card is designed to provide you with enhanced benefits for your lifestyle, including:

- **Higher Reward Multipliers:** Earn [X] points for every dollar spent on [Category].
- **Milestone Bonus:** Receive [Amount] bonus points after your first purchase with the new card.
- **Exclusive Travel Perks:** Access to [Lounge Name/Insurance/Concierge Services].
- **Lower APR:** A reduced interest rate of [Percentage]% on all future purchases.

What you need to know:

Upgrading is simple. Your current balance and recurring payments will automatically transfer to your new account. There will be no hard credit inquiry required for this specific milestone offer.

To accept your upgrade and receive your new premium card within [Number] business days, please visit **[Insert Website Link]** or call us at **[Insert Phone Number]** by [Insert Expiration Date].

Thank you for choosing [Bank/Company Name]. we look forward to rewarding your continued loyalty.

Sincerely,

[Sender Name]

[Title]

[Bank/Company Name]