

[Date]

[Customer Name]

[Street Address]

[City, State, Zip Code]

Subject: Exclusive Invitation: Upgrade to the Preferred Member Premium Rewards Card

Dear [Customer Name],

Because of your exceptional history as a loyal cardholder, we are pleased to invite you to upgrade your current account to our most prestigious tier: the **Preferred Member Premium Rewards Credit Card**.

This upgrade is designed to enhance your spending power and provide a superior rewards experience. By accepting this invitation, you will unlock several exclusive benefits:

- **Higher Points Multiplier:** Earn [Number]x points on all travel and dining purchases.
- **Annual Travel Credit:** Receive a \$[Amount] statement credit for qualifying travel expenses each year.
- **VIP Lounge Access:** Complimentary membership to over [Number] airport lounges worldwide.
- **No Foreign Transaction Fees:** Spend with confidence wherever your travels take you.
- **Elite Concierge Service:** 24/7 personal assistance for dinner reservations, event tickets, and travel planning.

How to Upgrade:

Upgrading is simple and will not impact your credit score. Your existing balance, APR, and payment history will transfer seamlessly to your new card.

To accept this offer, please log in to your online portal at [Website URL] and click "Upgrade Now," or call our dedicated priority line at [Phone Number].

Once you confirm, your new Premium Rewards Card will arrive by mail within [Number] business days. You can continue using your current card in the meantime.

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

Sincerely,

[Sender Name/Department]

[Bank/Company Name]