

[Bank Name]
[Private Wealth Division]
[Street Address]
[City, State, Zip Code]

[Date]

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

Subject: Exclusive Invitation: Upgrade to the [Card Name] Private Wealth Visa Infinite

Dear [Client Title and Last Name],

As a valued Private Wealth client, we are pleased to invite you to upgrade your current banking experience with our most prestigious credit instrument: the **[Card Name] Premium Card**.

This invitation is extended to a select group of clients whose financial achievements merit a superior level of service and global recognition. By upgrading, you will gain access to an enhanced suite of bespoke benefits, including:

- **Unmatched Rewards:** Earn [X] points for every dollar spent on global travel and luxury dining.
- **Bespoke Concierge:** 24/7 access to a dedicated lifestyle manager for travel bookings, event access, and personal errands.
- **Global Access:** Complimentary unlimited access to over 1,300 airport lounges worldwide via [Priority Pass/Lounge Program].
- **Premium Insurance:** Comprehensive multi-trip travel insurance, purchase protection, and extended warranty coverage.
- **Annual Credit:** A \$[Amount] annual statement credit for travel-related expenses.

Seamless Transition

Upgrading is simple. Your existing balance, rewards points, and recurring payments will automatically transfer to your new account. Your current interest rate will remain unchanged, and the annual fee of \$[Amount] will be waived for the first year as a gesture of our appreciation.

How to Accept

To finalize your upgrade, please contact your Private Wealth Manager, [Manager Name], at [Phone Number] or simply click "Accept Upgrade" within your secure mobile banking portal.

We look forward to providing you with this new standard of financial excellence.

Sincerely,

[Signature]
[Name of Executive]
[Title]
[Bank Name]