

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Exclusive Invitation to the [Program Name] Elite Rewards Tier

Dear [Customer Name],

Because of your continued loyalty and frequent travel with [Company Name], we are pleased to officially invite you to join our Elite Customer Travel Rewards program.

As an Elite member, you will gain access to premium benefits designed to enhance your travel experience, including:

- Complimentary upgrades on select bookings.
- Priority check-in and boarding.
- 24/7 dedicated concierge service.
- Exclusive access to airport lounges worldwide.
- Double points on all future reservations.

Your status has been automatically updated. To view your new digital membership card and explore your full list of benefits, please log in to your account at [Website URL] or use our mobile app.

Thank you for choosing [Company Name]. We look forward to welcoming you on your next journey.

Sincerely,

[Sender Name]

[Title]

[Company Name]