

[Date]

[Recipient Name]

[Recipient Title]

[Airline Name]

[Address]

[City, State, Zip Code]

Dear [Recipient Name],

I am writing to propose a strategic partnership between [Bank Name] and [Airline Name] to develop a co-branded frequent flyer credit card.

Our goal is to combine [Bank Name]'s financial expertise with [Airline Name]'s premier loyalty program to offer exclusive benefits to our mutual customers. We believe this partnership will drive higher card usage and increase customer retention for both organizations.

The proposed partnership features would include:

- Accelerated mile accrual on everyday purchases.
- Generous sign-on bonuses for new cardholders.
- Exclusive travel perks such as priority boarding and lounge access.
- Co-marketing campaigns to reach our extensive combined database.

We have prepared a detailed proposal outlining the revenue-sharing model and marketing strategy. I would welcome the opportunity to discuss how this collaboration can add significant value to your frequent flyer members.

I will follow up with your office next week to schedule a brief introductory meeting.

Sincerely,

[Your Name]

[Your Title]

[Bank Name]

[Phone Number]

[Email Address]