

[Date]

[Customer Name]

[Address Line 1]

[Address Line 2]

Subject: Exclusive Offer: Upgrade to [New Card Name] and Earn [Bonus Amount] Miles

Dear [Customer Name],

As a valued [Current Card Name] member, you have been selected for an exclusive opportunity to enhance your travel rewards. Upgrade your account today to the **[New Card Name]** and unlock premium benefits designed for your lifestyle.

The Offer:

Earn **[Bonus Amount]** bonus miles when you upgrade your card and spend [Spending Requirement] on purchases within the first [Number] months of account transition.

Why Upgrade?

- Earn [X]x miles on [Category, e.g., Travel and Dining].
- [Benefit 2, e.g., Complimentary Airport Lounge Access].
- [Benefit 3, e.g., Annual Travel Credits].
- No foreign transaction fees.

How to Accept:

To accept this offer, simply log in to your online portal at [URL] and click on "Upgrade Offers," or call us at [Phone Number] and mention offer code **[Offer Code]**.

This invitation expires on [Expiration Date]. Your current credit line and account history will remain intact during this transition.

Thank you for your continued loyalty.

Sincerely,

[Sender Name]

[Title]

[Bank/Company Name]

Terms and conditions apply. Please see the enclosed summary of account terms for details on the annual fee and APR associated with the [New Card Name].