

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Welcome to the [Program Name] Premium Tier

Dear [Customer Name],

Congratulations! We are pleased to inform you that your account has been upgraded to the Premium Tier of our Cashback Rewards Program. Based on your recent activity, you are now eligible for our most exclusive earning rates and benefits.

As a Premium Tier member, you will enjoy the following enhanced rewards:

- **[Percentage]% Cashback** on all qualifying purchases.
- **Bonus Rewards** on [Specific Categories, e.g., Travel and Dining].
- **Priority Customer Support** with a dedicated service line.
- **Exclusive Access** to member-only events and early sales.

Your new earning rates have been applied automatically. You can track your rewards balance and redeem your cashback at any time by logging into your account portal at [Website URL].

Thank you for your continued loyalty. We are excited to provide you with these elevated benefits.

Sincerely,

[Your Name/Department Name]

[Company Name]