

Dear [Recipient's Name],

I hope this message finds you well. I am reaching out to discuss my upcoming subscription renewal for [Service/Product Name], which is due on [Renewal Date].

Over the past year, I have greatly appreciated the value that [Service/Product Name] has provided. However, as a dedicated user, I am concerned about the increase in the subscription price and its impact on my budget.

Given my loyalty and commitment to [Service/Product Name], I would like to kindly request a discount on my upcoming renewal. This would not only help me continue enjoying the service but also strengthen my loyalty towards your brand.

Thank you for considering my request. I look forward to your positive response and hope to continue my subscription at a more manageable rate.

Warm regards,

[Your Name]

[Your Contact Information]

[Your Subscription ID if applicable]