

Dear [Customer Name],

We are excited to inform you that you have been upgraded to our premium loyalty program!

As a valued member, you will enjoy exclusive benefits including:

- Increased rewards points for every purchase
- Access to special promotions and events
- Personalized offers just for you

Your new membership status will take effect on [Effective Date].

Thank you for your continued loyalty!

Sincerely,

[Your Company Name]

Contact us: [Contact Information]