

Dear [Name],

Thank you very much for the invitation to the launch of [Product Name] on [Date]. It sounds like a wonderful event, and I appreciate the opportunity to be a part of it.

Regrettably, I must decline the invitation due to prior commitments. I wish you great success with the launch and hope to hear all about it.

Thank you once again for your kind invitation.

Warm regards,
[Your Name]
[Your Position]
[Your Company]