

[Your Company Name]  
[Your Company Address]  
[Company Contact Information]

[Date of Letter]

[Contact Name]  
[Contact Title]  
[Contact Address]  
[CC Contact List, if applicable]

[Document Reference]

Dear [First Name Last Name],

We consider our customers as partners and would like to thank you for your continued business. In order to show our appreciation, we are reaching out customers who [complimentary description of recipient], such as yourself, to let you know about a exclusive opportunity just for you.

For the [length of time the offer is valid], we would like to give you [value of offer].

In order to take advantage of this offer, all you need to do is [description of what the recipient needs to do]

Thank you again, and we look forward to many years of continued business together.

Regards,

[Your Name]  
[Your Title]  
[Your Company Name]  
[Your Contact Details]