

[Your Name]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]

[Recipient's Name]
[Recipient's Title]
[Company/Organization Name]
[Company Address]

[City, State, Zip Code]

Dear [Recipient's Name],

Subject: Oyster Card Promotion

I hope this letter finds you well. I am writing to propose an exciting promotional opportunity for the Oyster Card that could enhance our public transportation experience and encourage more commuters to take advantage of its benefits.

[Briefly introduce your promotion idea and how it aligns with the goals of the Oyster Card initiative.]

The promotion could include [details of the promotion, e.g., discounts, loyalty rewards, limited-time offers], which would attract both new and existing users.

Understanding the importance of public transport in our community, I believe this initiative will not only boost usage but also improve overall satisfaction among travelers.

I would love to discuss this proposal further and explore potential collaboration opportunities. Please feel free to contact me at your earliest convenience.

Thank you for considering this proposal.

Warm regards,

[Your Name]

[Your Position/Title, if applicable]