

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

[Recipient's Name]
[Title]
[Company/Organization Name]
[Address]
[City, State, Zip Code]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to propose a promotion for the Oyster card that I believe could greatly benefit both users and [Company/Organization Name].

[Introduce the promotion idea, including details such as duration, target audience, and promotional strategies.]

The proposed promotion aims to [state the objective, e.g., increase awareness, encourage more frequent use, etc.]. I believe that by implementing this initiative, we can enhance customer satisfaction and loyalty while improving overall service utilization.

[Include any statistics or data that supports your proposal, e.g., usage trends, customer feedback, etc.]

I would be eager to discuss this proposal in more detail and explore how we can collaborate effectively. Please let me know a convenient time for you to meet or if you prefer to discuss this over a phone call.

Thank you for considering my proposal. I look forward to your positive response.

Sincerely,

[Your Name]
[Your Title/Position, if applicable]
[Your Company/Organization, if applicable]