

*Personalized letters are much more effective than form letters, but feel free to use these samples for ideas to get you started. Always be polite and please let us know if you hear back from the business.*

To: [BUSINESS NAME]

RE: Sponsorship of [EVENT]

[DATE]

I am writing this letter to urge you to end [BUSINESS NAME] sponsorship of the upcoming [EVENT] to take place at [VENUE], due to the inherent animal cruelty.

Rodeos are cruel public spectacles in the guise of sport and ranching tradition. Terrified animals at rodeos are chased, violently roped, tripped, slammed to the ground, and suffer serious, often fatal injuries. The horses, bulls, steer, and calves suffer broken ribs, backs, and legs, torn tails, punctured lungs, internal organ damage, ripped tendons, torn ligaments, snapped necks, and agonizing deaths.

Painful tools such as electric prods, metal spurs, and flank or bucking straps, are used to force the animals into abnormally dramatic bucking that causes injury and death. Additionally, travel between events is punishing, where animals are often transported over long distances in hot and overcrowded trucks and trailers.

Children should be taught to protect animals, not exposed to public displays of cruelty. Animals in the rodeo have almost no legal protection and injuries and deaths routinely go unreported.

Please end [BUSINESS NAME] sponsorship of this cruel event.

To: [BUSINESS NAME]

RE: Sponsorship of [EVENT]

I was disappointed to find out [BUSINESS NAME] is a sponsor of the upcoming [EVENT] to take place at [VENUE].

In rodeos, calves, cows, steer, bulls and horses are not the “athletes” they are made out to be. These sensitive, docile animals are tormented by electric prods and spurs, chased, and violently roped, tripped, wrestled, and slammed to the ground. As a result, they suffer broken ribs, backs, and legs, torn tails, punctured lungs, internal organ damage, ripped tendons, torn ligaments, snapped necks, and agonizing deaths. In bull and bronco riding events, the animals’ exaggerated bucking is a result of a painful flank or bucking strap across their sensitive abdomen, which can result in serious injury or death for both animal and rider.

Animals in the rodeo have almost no legal protection. Injuries and deaths are common and routinely go unreported by rodeo organizers. Tradition cannot justify cruelty and animals should not be terrified, harmed, and killed for entertainment.

I urge [BUSINESS NAME] to add your name to the list of socially responsible companies who refuse to sponsor cruel rodeo events.

[NAME]