

## **Subject: Urgent Concern: Your Sponsorship of Shark-Killing Fishing Event**

**Dear [Sponsor Name / Company Representative],**

**I'm writing as a concerned citizen and advocate for ocean conservation to respectfully urge you to reconsider your sponsorship of the [[Event Name: IE: Alabama Deep Sea Rodeo](#)] fishing tournament, particularly due to its inclusion of sharks as a prize category.**

**While I understand that community events and recreational fishing have long-standing cultural roots, the intentional killing of sharks for sport is increasingly vunderstood by the public — especially younger generations — to be cruel, wasteful, outdated, irresponsible, and deeply disrespectful to marine life. Events that reward the killing of apex predators like sharks directly contradict the urgent need to protect our ocean and many fragile ecosystems.**

**Here's why this matters:**

- Sharks are essential to a healthy ocean. They control fish populations, prevent the spread of disease by targeting sick or injured animals, and help maintain the balance of critical ecosystems such as coral reefs and seagrass beds.**
- Sharks are in serious decline. Over 100 million sharks are killed annually worldwide, and many species are now endangered or threatened with extinction. Tournaments that reward their killing only accelerate that decline.**
- Public sentiment is shifting. Across the globe, communities, governments, and brands are moving toward more sustainable and ethical models of wildlife engagement. Sponsoring events that promote shark killing can seriously harm a company's reputation, especially among environmentally conscious consumers.**
- There are better ways to support conservation and recreation. Species protection efforts and educational partnerships with marine conservationists can still offer excitement, challenge, and community involvement — without destroying life or the ocean's balance.**

**Consider sponsoring an ocean or natural area clean-up to give back and actually help protect wildlife and future generations.**

**Your company has the opportunity to be a leader in ocean stewardship by aligning your brand with conservation, not exploitation. I respectfully urge you to reconsider your involvement in events that include shark-killing prize categories and to use your influence to support more ethical and sustainable practices.**

**We would like to support your brand and be a future customer, however if you are contributing to the decimation of sharks we will not be supporting your brand, and we will encourage others to also not support your brand for the sake of our future.**

**Thank you for your time, and I hope you'll give this important issue thoughtful consideration.**

**Sincerely,  
[Your Full Name]  
[City, State]  
[Email or Contact Info, if desired]  
[Optional: Affiliation or organization name]**