

[CEO, Board or other]
[Team name and address]

[Date]

Dear,

We are writing regarding sportswear manufacturer Puma's sponsorship of [name of team].

As a team that [mention any involvement or support of community organizations, charities, social issues], we felt certain you would want to know about Puma's involvement in violations of international law and human rights.

Puma is the main sponsor of the Israel Football Association (IFA), which, as documented by Human Rights Watch, includes football clubs and pitches based in illegal Israeli settlements on occupied Palestinian land.

Israeli settlements are illegal land grabs that form an integral part of Israel's occupation infrastructure that pushes indigenous Palestinian families from their homes, robs Palestinians of natural resources and denies Palestinians their right of movement, hampering the development of Palestinian sports and the careers of Palestinian athletes.

An IFA football pitch is located just 2 km from Sheikh Jarrah in occupied East Jerusalem, where Israel is forcing Palestinian families from their homes. Sheikh Jarrah became a flashpoint for the current escalation of Israel violence against Palestinians, with Israeli air strikes killing more than 200 Palestinians in Gaza, including more than 60 children, and brutal repression of protests. Among Palestinians killed in Gaza, was Beit Hanoun footballer Muath Nabil Al-Zaanin. On May 5, Israeli forces shot dead 16-year-old footballer Saeed Odeh of Balata Youth Center in the occupied West Bank.

UN Security Council Resolution 2334 (2016) reconfirmed the illegality of Israeli settlements, denouncing them as "flagrant violations" of international law. **Israeli settlements are considered war crimes under international law.**

The IFA has refused to take measures to end its complicity, despite being repeatedly condemned by UN advisors, dozens of elected officials, civil society and human rights groups representing millions and public figures.

More than 200 Palestinian sports teams have called on Puma to end its support for Israel's military occupation by terminating its sponsorship deal with the IFA. While Puma did reply to the Palestinian teams, it failed to even remotely address the issues raised, claiming instead a "devotion to universal equality."

As one of the world's top athletic apparel makers, Puma's sponsorship brings international legitimacy to the IFA and helps keep the IFA's direct involvement in violations of human rights and international law off the field and out of the spotlight.

At the same time, the IFA sponsorship and Puma's activities in illegal Israeli settlements tarnishes Puma's reputation and calls into question the good work Puma is doing to advance social justice.

In response to the call from Palestinian teams and tens of thousands of messages to UK football clubs, Luton Town FC dropped Puma, Chester FC decided not to renew its contract with Puma, citing “ethical working practices” among its criteria, and Forest Green Rovers FC pledged not to sign with Puma, with the club chair stating Palestine represents the "greatest injustice" of his lifetime. Premier league Qatar Sports Club committed to not renew with Puma.

The call from Palestinian teams has the support of former Barcelona FC player Oleguer Presas, Donegal Celtic FC in Belfast and former Irish rugby player Duncan Casey. Dozens of amateur rugby, football and basketball teams also support the campaign. Global days of action have seen protests in **more than 20 countries**. The #BoycottPuma hashtag has generated **millions of impressions**.

As fans of [team name], we are also deeply concerned that our beloved club’s reputation will be blemished as the international campaign on Puma **continues to grow**.

We are calling on you to end [name of team]’s contract with Puma until the company suspends its sponsorship of the IFA and all activity in Illegal Israeli settlements.

We would appreciate the opportunity to meet with you to further discuss our concerns.

We look forward to hearing from you.