**Tax Increase - Oppose**

**Description**

[State] State [Senator(s)/Representative(s)] [Name(s)] is sponsoring [bill number], which would dramatically increase the tax[es] on premium cigars. The bill would raise the tax[es] on premium cigars from [current tax rate] to [proposed tax rate]. This would lead to a decrease in demand from consumers by over [percentage]! This means that customers will buy around [percentage] fewer premium cigars if this new tax increase is passed. This drastic change will shock every shop customer in [state]!

But there is still time to make your voice heard. Sending this letter lets your legislators know how this tax will harm your business and asks them to vote down this egregious tax increase. Take action today!

**Email**

As a [state] cigar retailer, I would like you to vote against [bill number]. This bill is poised to drastically increase taxes on the products my store relies on, raising the tax for premium, handmade cigars from [current tax rate] to [proposed tax rate]!

If passed, [bill number] will cause a dramatic change that will force me to raise prices for my customers. This is a time of a great economic instability, due largely to the global pandemic. Now is not the time to raise taxes of any kind. This proposal will only harm small businesses in [state], like my own.

The new taxes in [bill number] would reduce my sales by around [percentage]. This reduction, coupled with the business closures that will undoubtedly result from the passage of this bill, will likely lead to a major reduction in state tax revenue actually collected.

With the impact on [state] businesses, my store, and my employees in mind, I ask you to vote NO on [bill number], a bill that is bad for business and bad for [state].

**Tax Cap - Support**

**Description**

The Premium Cigar Association is working to advance and enact a tax cap on premium cigars in [state]. Thanks to the efforts of [State] State [Senator(s)/Representative(s)] [Name(s)] sponsoring [bill number], a [$ amount] tax cap is now under consideration in the [State] legislature.

Please contact your legislators to support a tax cap for the small business community, tobacconists, and consumers of [State]!

**Email**

As [a(n) State] voter, I would like to voice my support for the efforts to enact a tax cap on premium, handmade cigars. [Bill number] has been introduced in the [State House/Senate] to accomplish this goal. In this time of economic uncertainty, this bill will give much-needed aid to small businesses in [State], making [State] more competitive with surrounding states and better able to compete against low-cost alternatives.

This is not a public health issue. Premium cigars are enjoyed by discerning adults of age and are not associated with the risks linked to other tobacco products. This bill is about helping small businesses in [State] that offer a specialized collection of products. The patrons and owners of these small businesses deserve fair tax treatment. This bill is a step in that direction.

Please support a premium cigar tax cap in [State] by voting YES on [bill number]!

**Smoking Bans - Oppose**

**Description**

[State] [Representative/Senator] [Name] has introduced [bill number], which would ban smoking in [location], directly threatening jobs, revenue, and personal choice in [state].

Bills like [bill number] will only harm [state] small businesses, deprive adult patrons of choice, and drive valuable business to neighboring states. [State] has a rich and prosperous history with the premium cigar industry, from [institution] to [institution], to some of the most acclaimed local cigar shops and lounges in the nation. As for [location of ban], there is a clear and indisputable link between [activity] and smoking bans. Jobs and revenue will be threatened and lost.

Let’s send a message. Protect Pennsylvania small businesses and [location of ban]. Protect the personal choices of patrons. In this time of economic uncertainty, [state] doesn’t need more regulation! Join the Premium Cigar Association and the [state association] in sending a message to the legislature!

**Email**

As a resident and premium cigar shop owner in [State], I write in opposition to [bill number], and any expansion of smoking ban regulations in [state]. This bill and others like it would harm my business, threaten jobs, decrease state tax revenue, and deprive adult patrons of the ability to choose where to enjoy a premium cigar.

This bill would ban smoking in [state] [locations], using the COVID-19 pandemic as an excuse to broaden existing regulations. It fails to account for the direct economic relationship between [activity/location] and smoking. Make no mistake - this legislation will cost [state] jobs!

[State] does not need more regulations. [State] does not need another burden for small business and consumers.

Please help protect my small business by voting NO on [bill number].

**Local Authority - Oppose**

**Description**

[State] [Representative/Senator] [Name] has introduced [bill number], which would allow local government to establish stricter tobacco control ordinances and regulations than those imposed by the [state] government.

Regulations allowed under this bill include [list of possible regulations], and even [possible regulation]! These are just a few of the steps localities could take against the sale and enjoyment of legal tobacco products. [State] does not need a patchwork of contradictory local laws that will only breed confusion for business owners and patrons alike.

If anything, premium cigar shops, lounges, and clubs - private or otherwise - should be exempt from any such legislation! Contact your legislators today!

**Email**

As a resident and premium cigar shop owner in [state], I write in opposition to [bill number]. This bill would allow local governments to create ordinances and regulations stricter than those of the state for the sale and enjoyment of legal tobacco products, including premium cigars.

[Bill number] would allow localities to impose unreasonable burdens on my small business, which only serves adults of age. We know that premium, handmade cigars and pipe tobacco are NOT the problem. Rigorous analysis has proven time and time again that premium, handmade cigars are NOT attractive to youth, and do NOT have adverse health effects.

If anything, premium cigar shops, lounges, and clubs - private or otherwise - should be exempt from any such legislation!

[State] does not need another layer of regulations that will undoubtedly lead to prohibitionist action by local governments. [State] does not need a patchwork of contradictory local ordinances that will breed confusion for small business owners and customers alike. [State] cannot afford to cause further harm to local businesses during this time of great economic uncertainty.

Please help protect my small business by voting NO on [bill number].