



**BRONCOS**  
D E N V E R

Dear Broncos Country:

With our 2017 season coming to an end, I wanted to thank you for your incredible support of the Denver Broncos during a difficult year.

Make no mistake—We share your disappointment for not reaching our goals after a promising start to the season. There are no excuses for what went wrong, and all of us take full responsibility for our first losing record in seven years.

Despite our struggles on the field, we were inspired by your dedication, especially at home games and even on the road. For that, I can't thank you enough.

With our organization now turning its attention toward the offseason, we'll continue to have the highest expectations on and off the field. That's the standard created by Pat Bowlen, and our commitment is to protect the winning tradition that he's established during his ownership of the Broncos.

Personally, it's important to note that we cannot fall back on our past success. While expectations will not be lowered, there can never be assumptions or an entitled mentality from our organization.

There are no shortcuts and **all of us** must put in the hard work to get better.

As we embrace the challenge of improving our team, I'm confident in John Elway and Vance Joseph's plan to return the Broncos to contention. Starting with free agency and the NFL Draft, I believe in the vision of our football leadership to acquire and develop players who can help us win.

Off the field, we will look for every opportunity to strengthen our relationship with you—the greatest fans in the NFL.

We are pleased to announce that for the second consecutive year we will not raise our ticket prices for the upcoming season. Our staff will also work tirelessly to improve the fan experience on gamedays and in every single interaction we have with you during the year.

On behalf of our entire organization, thank you again for your support of the Denver Broncos.

Sincerely,

**JOE ELLIS**

PRESIDENT AND CEO • DENVER BRONCOS FOOTBALL CLUB