

Portland Trail Blazers: Letter to Season Ticket Holder

Part 1: Mission Statements

Example of Mission statements to Season Ticket Holder for Chicago Cubs

“As our most highly valued customers, your opinions are invaluable as we move our organization forward. In fact, you will soon be contacted to participate in a quality assurance survey as we consider amenity upgrades and look to identify ways to improve your experience at Wrigley Field.”

“On behalf of my entire family, thank you for your warm welcome and your incredible support of the Cubs organization. You are truly our partners and we respect your contribution and insights.”

Example of Mission Statements to Season Ticket Holders for Charlotte Bobcats

“However, as excited as I am about the future, if you know anything about me, you know how much I hate to lose – and I speak for all the owners in that regard. So, from that perspective, we are disappointed with our won/loss performance as well as our current standings. But, we are able to temper this disappointment with thoughts of our youth and inexperience, and the idea that we will continue to improve – hopefully, more quickly than even we expect. With that said, we remain committed to our plan to grow the franchise through the draft and the addition of key free agents. Adding to our young talented core group of players is something we will do aggressively, yet wisely, as we continue to shape our on-the-floor product.”

Portland Trail Blazer Season Ticket Holder Mission Statements

Currently the Portland Trail Blazers are starting initial season ticket renewals. I was unable to find an example of their mission statements but the Blazers current position for their fans is “United. Allegiance. Devotion. Loyalty.” Essentially, the Blazers are saying to fans to stay united through all of the adversity the franchise has endured.

Dear Season Ticket Holder,

On behalf of the entire organization, I would like thank you for your continued support in our goal to win an NBA championship. Without your dedicated and loyal support, the Portland Trail Blazers would not be the successful franchise it is today.

After a long emotional season, it is time to reflect and build on the success we had as an organization. Although the season did not go as well as we had hoped, there is no shame in what we achieved. During a season riddled with injuries, we were able to rise above all the adversity to finish among the best teams. There is no doubt that the injuries to Brandon Roy and Greg Oden weighed heavily on everyone, but we must applaud all of us for staying united and battling through all the hardship. As the season progressed, we saw LaMarcus Aldridge develop into an elite presence in the NBA. We also witnessed the improving talents of Wesley Matthews, who won Most Improved Player of the Year. Their significant improvements are truly an asset to the organization and they will certainly assist us in our goal of bring an NBA championship to you and the city of Portland.

Now that the season is over, we can turn our focus to building on the success we had. This off-season, we plan to be aggressive in our approaches. We currently have two first round picks and a sizable amount of cap space. With these assets, we plan to continue to add the correct and moldable talent that will positively connect with our current nucleolus of Roy, Matthews, Oden, and Aldridge.

The Blazers consist of some of the best young talent in the NBA. Each season, we inch closer and closer to establishing ourselves as an elite team. This off-season, we believe we can achieve this elite status. As we enter this new chapter in our quest for NBA excellence, we must thank you for your undeniable loyalty and support. The Portland Trail Blazers truly have the best fans in the NBA. We believe with your continued support and the aggressive off-season ahead, we will unquestionably cement the Trail Blazers as a dominant force for the upcoming seasons ahead.

Sincerely,

Larry Miller, President