



HOKA NORTHERN ARIZONA ELITE

MEDIA KIT

Meet the Team



Ben Rosario
Executive Director

Ben has been just about everything in the running industry; elite athlete, special events director for a big city marathon, running store owner, marketing director, elite athlete coordinator, coach, and executive director. Ben's vision for the NAZ Elite brand is to amplify the performances of the athletes, tell their stories, and increase ROI for the team's sponsors through an ever-increasing fan base with a real emotional connection to the team.



Matt Baxter
Personal Bests:
5,000m - 13:27.61 (2020)
Half Marathon - 1:02:38 (2021)



Stephanie Bruce
Personal Bests:
10,000m - 31:24.47 (2020)
Marathon - 2:27:47 (2019)



Tyler Day
Personal Bests:
5,000m - 13:16.95 (2020)
Marathon - 1:02:17 (2020)



Julia (Kohnen) Griffey
Personal Bests:
Half Marathon - 1:11:04 (2020)
Marathon - 2:29:58 (2020)



Nick Hauger
Personal Bests:
Half Marathon - 1:03:49 (2022)
Marathon - 2:12:59 (2021)



Wesley Kiptoo
Personal Bests:
5,000m - 13:14.74 (2021)
Half Marathon - 1:01:25 (2022)



Alex Masai
Personal Bests:
5,000m - 13:22.53 (2022)
10,000m - 27:45.19 (2021)



Lauren Paquette
Personal Bests:
5,000m - 15:10.01 (2020)
Half Marathon - 1:09:46 (2021)



Alan Culpepper
Two-Time Olympian & Head Coach

Alan thrived as a primarily self-coached athlete during the entirety of his professional career from 1996 through 2008. He also coached at the high school level after his retirement, helping lead his son Cruz to become one of the nation's top milers. Most recently he returned to El Paso, Texas where he served one year as the Director of Operations and the assistant cross country and track and field coach for the Miners. He took over as the HOKA NAZ Elite Head Coach in May of 2022.



Kellyn Taylor
Personal Bests:
10,000m - 31:07.60 (2020)
Marathon - 2:24:28 (2018)



Aliphine Tuliamuk
Personal Bests:
Half Marathon - 1:09:49 ('15 & '21)
Marathon - 2:26:50 (2019)



Katie Wasserman
Personal Bests:
1500m - 4:10.67 (2021)
5,000m - 15:27.57 (2022)



Alice Wright
Personal Bests:
Half Marathon - 1:11:38 (2019)jv
Marathon - 2:29:08 (2022)



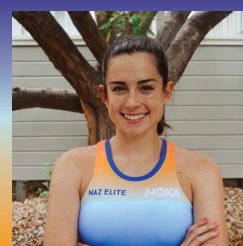
Olin Hacker
Personal Bests:
3,000m - 07:45.73 (2022)
5,000m - 13:19.34 (2022)



Adriaan Wildschutt
Personal Bests:
5,000m - 13:09.30 (2022)
10,000m - 27:38.54 (2022)



Krissy Gear
Personal Bests:
800m - 2:04.79 (2021)
1500m - 4:09.00 (2021)



Abby Nichols
Personal Bests:
5,000m - 15:15.95 (2022)
10,000m - 32:27.25 (2022)



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ABOUT THE TEAM



ABOUT NAZ ELITE

HOKA Northern Arizona Elite is a professional running sports team whose mission is to entertain, inspire, motivate, and bring joy to runners and non-runners alike. We train hard, race fearlessly, and share the journey! NAZ Elite develops and produces distance runners to compete at the very highest level of international athletics.

NAZ ELITE RACE HIGHLIGHTS

-  80+ wins
-  10 World Marathon Major Top 10s
-  8 World Championship races
-  Won 5 International medals
-  13 National Titles
-  1 Olympic Appearance - Aliphine Tuliamuk



NAZ ELITE MEDIA REACH



Website Traffic - nazelite.com

- Average new visitors per month - 4,300+
- Average session duration - 1m 20s+



Instagram - [@naz_elite](https://www.instagram.com/naz_elite)

- Followers - 32.7k+
- Average monthly impressions - 304k+
- Average monthly engagement - 13.2k+



Twitter - [@naz_elite](https://twitter.com/naz_elite)

- Followers - 15.5k+



Facebook - [@NorthernArizonaElite](https://www.facebook.com/NorthernArizonaElite)

- Followers - 4.9k
- Average monthly impressions - 4.8k+
- Average monthly engagement - 1.9k+



YouTube - [@NorthernArizonaElite](https://www.youtube.com/NorthernArizonaElite)

- Subscribers - 5.19k
- Average monthly views - 4.3k+



Podcast - soundcloud.com/naz_elite

- Followers - 110+
- Average monthly plays - 1.4k+

NAZ ELITE PARTNERS:

