

# 2023 Excitement Deck



**HOKA**  
**NORTHERN  
ARIZONA ELITE**

**Determined to Win**

## Our Mission

**Creating a compelling professional sports team that entertains, inspires, motivates, and brings joy to runners and non runners alike.**



**We Inspire.**



# ABOUT US

## The Obvious

### 01. We run really fast

86 Wins  
14 National Championships  
1 Olympic Trials Victory!

### 02. We inspire

70+ races per year all over the globe  
10,000+ fans reached per month  
Global fanbase

### 03. We're aspirational

Based in beautiful Flagstaff, AZ at 7,000ft  
Flagstaff's #1 professional sports team  
6 million visitors per year

## Passionate Athletes





## Who runs and *why*?

- 8% of the WORLD
- 50M runners in the US
- Participation grown over 50% in last decade

# The Opportunity

## How can we help you?

As brand ambassadors we are here to help. NAZ Elite has a large, and ever-growing following. We share our journey with those fans every day. We can share your story as well.



### Authentic & Inspirational Brand Stories

Our athletes are fast but they are also moms, dads, authors, influencers, and entrepreneurs. They come from all over the United States, and from Africa, and Europe, and New Zealand. They share their journeys. They inspire.

### Targeted Cross Channel Promotion

We work WITH our partners. From branded social media contests, to collaborative videos, to in-person events at some of the world's biggest running events, our partner relationships have grown over the years because of our dedication to consistent promotion.

### International Audiences

Berlin, Chicago, London, Los Angeles, Munich, Nairobi, New York, and Rotterdam are just a few of the more than 600 cities across the globe where our athletes have competed. Our analytics confirm that we have fans all over the world and thus our partners reach those fans on a daily basis through our content.

### Engaging Content

We love storytelling. We share our own journeys through social media, and blog posts, and podcasts, and articles, and interviews, and at grassroots in-person events. On race day, we provide the most engaging content of all as we pore our hearts and souls into our efforts on the track or the course.



# How do we connect now?

01.

Directly through  
Athletes to Fans on  
Social Media

02.

With inspirational  
stories from **relatable**  
athletes

03.

Via inspirational  
performances all  
over the World.





# How do our fans react?

## Passionately!

NAZ Elite's authenticity and transparency is why our fans engage with our content. We make them feel excited, inspired, and joyful. They are part of the team!





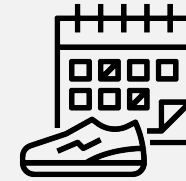


**How our current  
partners are  
working with us.**



## **01.** Athlete Partnerships

NAZ Elite partners are also working with each of our athletes. Those partners have used photos, videos, and quotes from our athletes in various campaigns to promote products, raise awareness, share messaging, and more.







## **02.** Event Activations

We have held group runs and meet-ups for fans in Atlanta, Boston, Chicago, Eugene, and New York...to name a few. These events give our partners a chance to come face to face with our most loyal fans, and their most desirable customers.



# OUR CURRENT PARTNERS. JOIN THE TEAM!

 <b>HOKA</b>	 <b>RUDY PROJECT</b>	 <b>Final Surge</b>	 <b>Picky Bars</b>
<b>Title</b> HOKA, one of the world's premier running shoe brands, has been NAZ Elite's title sponsor since 2015.	<b>Supporting</b> Rudy Project, a leader in high-end performance eyewear and cycling helmets, is NAZ Elite's official sunglasses sponsor.	<b>Supporting</b> Final Surge is an online training log platform for endurance coaches and athletes.	<b>Supporting</b> Owned by Laird Superfoods, Picky Bars provides healthy energy food products for endurance athletes.



**How would you work with  
the NAZ Elite Team?**



## Official Team Partner

Join HOKA, Final Surge, Picky Bars, and Rudy Project and become an official sponsor of NAZ Elite.



## Performance Center Partner

Our brand new 2,600 sq ft performance center, featuring a weight room, treadmills, offices, and community space needs a naming rights sponsor. It could be you!



**Join the Team.**

**Contact Us to Learn More**



**HOKA**  
**NORTHERN  
ARIZONA ELITE**



Facebook.com/NorthernArizonaElite



Twitter.com/naz\_elite



Instagram.com/naz\_elite



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