2024 Excitement Deck

SHARE THE JOURNEY

HOKA
NORTHERN ARIZONA ELITE

U.S. OLYMPIC TEAM TRIALS
MARATHON
FEBRUARY 29, 2020
ATLANTA, GA

ATLANTA TRACK CLUB
Our Mission

HUMAN-CENTERED.

HIGH PERFORMANCE.

ELEVATING OUR COMMUNITIES.

We Inspire.
ABOUT US

01. We run really fast
   115+ Wins
   18 National Championships
   1 Olympic Trials Victory!

02. We inspire
   70+ races per year all over the world
   1 million+ impressions per month
   International roster | Global fanbase

03. We’re aspirational
   Based in beautiful Flagstaff, AZ at 7,000ft
   Flagstaff’s #1 professional sports team
   6 million tourists per year
MATT BAXTER
NEW ZEALAND NATIONAL CHAMPION
THREE-TIME NATIONAL CHAMPION

STEPHANIE BRUCE

THREE-TIME NATIONAL CHAMPION
MERCY CHELANGAT
TWO-TIME NCAA CHAMPION
CRUZ CULPEPPER
ONE OF AMERICA’S FASTEST YOUNG MILERS
THREE-TIME NCAA TEAM CHAMPION

TYLER DAY

THREE-TIME NCAA TEAM CHAMPION
KRISSEY GEAR
U.S. STEEPLECHASE CHAMPION
OLIN HACKER

NCAA NATIONAL CHAMPION
NICK HAUGER

2:12 MARATHONER
ONE OF THE WORLD’S BEST HALF MARATHONERS

WESLEY KIPTOO
ALEX MASAI
RUNNER-UP AT THE BOLDER BOULDER 10K
AHMED MUHUMED

WORLD CHAMPIONSHIP QUALIFIER
Abby Nichols
Three-Time
PAC-12 Champion
FOURTH-FASTEST AMERICAN DEBUT MARATHONER

LAUREN HAGANS
GRANDMA’S MARATHON COURSE RECORD HOLDER

KELLYN TAYLOR

🇺🇸
ALIPHINE TULIAMUK

2020 OLYMPIC MARATHON TRIALS CHAMPION

🇺🇸
KATIE WASSERMAN
NCAA RUNNER-UP
ADRIAAN WILDSCHUTT

SOUTH AFRICAN NATIONAL RECORD HOLDER AT 3,000, 5,000, AND 10,000 METERS
ALICE WRIGHT

Top UK finisher at the 2022 European Marathon Championships
FUTSUM ZIENASELLASSIE

2022 USA MARATHON CHAMPION
Who runs and why?

- 8% of the WORLD
- 60M runners in the US
- Participation has grown over 50% in last decade
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, blog posts, podcasts, articles, 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?

01. Directly through athletes to fans on social media

02. With inspirational stories from relatable athletes

03. Via incredible performances all over the World.
How do our fans react?

Passionately!

Check out this photo of our fans at the Olympic Trials Marathon in Atlanta.
How our current partners are working with us.

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.

01. Athlete Partnerships

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.

02. Event Activations
HOKA, one of the world’s premier running shoe brands, has been NAZ Elite’s title sponsor since 2015.

Supporting Rudy Project, a leader in high-end performance eyewear and cycling helmets, is NAZ Elite’s official sunglasses sponsor.

Supporting Final Surge is an online training log platform for endurance coaches and athletes.

Supporting Owned by Laird Superfoods, Picky Bars provides healthy energy food products for endurance athletes.
Sponsorship

We are actively looking for additional sponsors to join us as we build toward the 2024 Olympic Games in Paris, and eventually the 2028 Games in Los Angeles.

Our sponsors are comprehensively co-branded with our team, and our athletes, and will have the opportunity to engage with our fans on social media, in Flagstaff, and across the globe.

Be a part of our journey!