

2024 Excitement Deck



HOKA
NORTHERN
ARIZONA ELITE

SHARE THE JOURNEY

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
1million+ 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

Passionate Athletes





MATT BAXTER

NEW ZEALAND NATIONAL
CHAMPION





STEPHANIE BRUCE

THREE-TIME
NATIONAL CHAMPION





MERCY CHELANGAT

TWO-TIME
NCAA CHAMPION





CRUZ CULPEPPER

ONE OF AMERICA'S FASTEST
YOUNG MILERS





TYLER DAY

THREE-TIME NCAA TEAM
CHAMPION





KRISSY GEAR

U.S. STEEPLECHASE CHAMPION





OLIN HACKER

NCAA NATIONAL CHAMPION





NICK HAUGER

2:12 MARATHONER





WESLEY KIPTOO

ONE OF THE WORLD'S BEST
HALF MARATHONERS





ALEX MASAI

RUNNER-UP AT THE BOLDER
BOULDER 10K





AHMED MUHUMED

WORLD CHAMPIONSHIP
QUALIFIER





ABBY NICHOLS

THREE-TIME
PAC-12 CHAMPION





LAUREN HAGANS

FOURTH-FASTEST AMERICAN
DEBUT MARATHONER





KELLYN TAYLOR

GRANDMA'S MARATHON
COURSE RECORD HOLDER





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





PAIGE WOOD

2022 USA MARATHON
CHAMPION





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



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, 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.



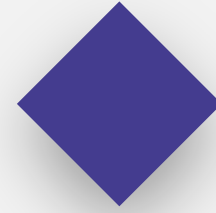


**How our current
partners are
working with us.**



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!

			
Title 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.





Be a part of our journey!

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.

Join the Team.

Contact Us to Learn More



Facebook.com/NorthernArizonaElite



Twitter.com/naz_elite



Instagram.com/naz_elite



Ben Rosario - Executive Director
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