

JOIN US AS A SPONSOR!



HEIVA
MIAMI **2026**

+ THE BLACK BELT PADDLER CHALLENGE

APRIL 18 & 19, 2026
AT MIAMI MARINE STADIUM



HEIVA MIAMI 2026
+ THE BLACK BELT PADDLER CHALLENGE

90+ ATHLETES

800+ COMMUNITY ATTENDEES

INTERNATIONAL PRESENCE

**GOVERNMENT AFFAIRS,
RECOGNITIONS LOCALLY AND
INTERNATIONALLY**

**LOCAL AND INTERNATIONAL
SPONSORSHIPS**

MEDIA COVERAGE

ABOUT US

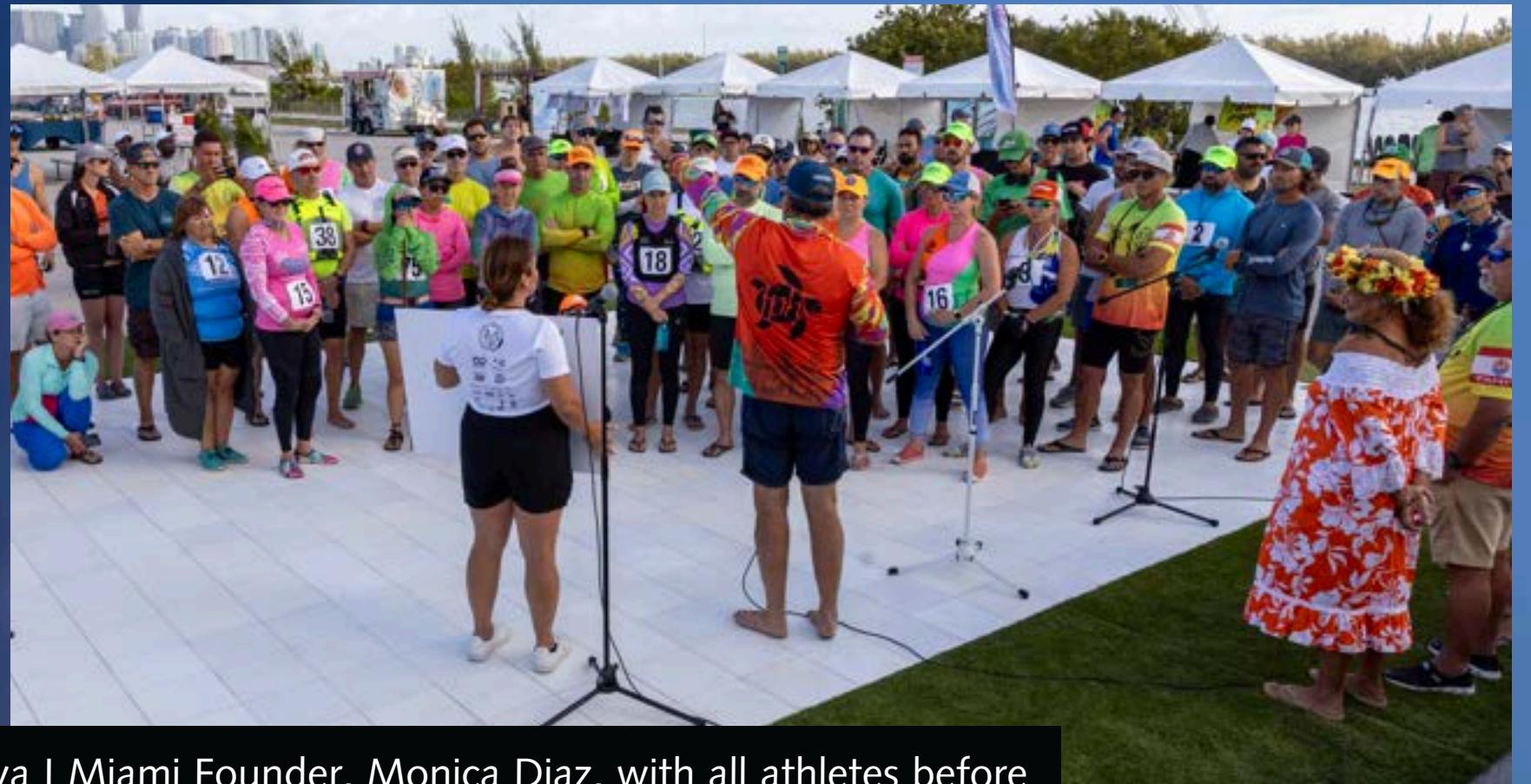
What is Heiva I Miami?

Heiva I Miami is a vibrant Polynesian Cultural Festival organized by Infinite Source Communications Public Relations Group (ISC PR Group) and Va'a Vibes. Together, we are proud to introduce Miami's first-ever celebration of Polynesian heritage, showcasing the rich traditions of the Pacific Islands.

- Free to the public
- Brings island culture to life
- Third edition of the Black Belt Paddler Challenge (outrigger canoe race)
- Live performances
- Traditional dances
- Dance Competition
- Ancestral games
- Food
- A taste of the Polynesian culture

Why partner with us as a sponsor?

Partner with us to elevate your brand while connecting with a diverse, engaged audience through a vibrant sporting and cultural celebration.



Heiva I Miami Founder, Monica Diaz, with all athletes before the race.



ABOUT US

What is Heiva I Miami?

With ISC PR Group's expertise in organizing engaging events and Va'a Vibes' deep connection of more than 20 years to the paddling community, Heiva I Miami is a one-of-a-kind festival. Our goal is to honor the Polynesian way of life, unite communities, and foster a deeper appreciation of culture, all while creating a fun and inclusive atmosphere for all.

In 2025 Heiva I Miami received The City of Miami proclamation as the first Polynesian Cultural Festival in the city of Miami and for pioneering the first ancestral games ever held on U.S. Continent soil. The event gathers Polynesian delegates, U.S. Commissioners, more than 90 athletes, an olympian athlete and more than 800 community members through the visionary role of Heiva I Miami to joyfully share the Polynesian traditions.



Heiva I Miami Founders, Monica Diaz and Andre Souza, received The City of Miami Proclamation in 2025



SCHEDULE OF EVENTS

DAY 1

- Single-Man Race
- Ancestral games and showcase

DAY 2

- Six-man race
- Ancestral games
- Dance competition
- Awards Ceremony



BLACK BELT PADDLER CHALLENGE

Starting at 7 AM

What is the Black Belt Paddler Challenge?

Drawing inspiration from the legendary races in Tahiti and Hawaii, the "Black Belt Paddler Challenge," is a spectacular canoe paddling race that merges the allure of the ocean with the pulse of competition. We're excited to bring this tradition to Miami, Florida for our third consecutive year for an unforgettable experience and witness top athletes from around the globe compete individually to earn the coveted Black Belt Paddler Title!

What is a Black Belt?

Historically, in various arts of self defense, a Black Belt is one who holds the rating of EXPERT. But not only that, a Black Belt is one who remained dedicated, committed and demonstrated perseverance over the years. We are bringing this vibe to the paddling world and testing our limits. Who will be the next Black Belt Paddler?



RACE FORMAT

The race course stretches along the picturesque Miami coastline, offering participants and spectators stunning views and a unique perspective of the city.

Watercraft Categories: V1, OC-1, Surfski, Prone Paddleboard, Standup Paddleboard and Kayak.

All the Watercrafts categories will have 3 separate age divisions as per below:

Junior -19 Male and Female

Open +19 Male and Female

Master +39 Male and Female

Long Course: Approximately 12 miles **Short Course:** Approximately 7 miles

2025 Highlights: 85+ paddlers, ages 19-72. Participants from Tahiti, Hawaii, Brazil, Georgia, California, Florida and more. All paddlers finished safely.

Registration: <https://tinyurl.com/BBP Registration 2025 here>



FESTIVAL ACTIVITIES

Starting at 9 AM

Heiva is a Tahitian word that means "the celebration of life" and refers to cultural activities, festivals, physical exercise, and pastimes. It's made up of the words hei, which means "to assemble", and va, which means "community places". Sporting and performance groups traveling from Tahiti, Bora Bora, Hawaii and New Zealand to showcase their cultural talents and this year's festival. Event elements include the following:



Festival Activities:

- Live music
- Performances
- Hula Dancing Lessons
- Sporting Games
- Ori Tahiti Dance Competition
- Cultural Zone
- Vendors & Food Trucks

Community Benefits:

- Free for the public
- Cultural experience
- Opportunity for local vendors
- Promoting tourism to Miami-Dade



ANCESTRAL GAMES

Polynesian ancestral games are a vibrant celebration of traditional sports, rooted in the physical strength and skills passed down through generations. These cultural competitions showcase the islanders' deep connection to nature and their environment. Events like coconut tree climbing highlight agility and endurance, while fruit carrying races emphasize balance and speed. These games offer a glimpse into the rich cultural heritage, bringing the community together in celebration and friendly competition.

During our Heiva I Miami Festival, participants will be able to register for the following games:

- **Tauma Ha'ari (Coconut Tree Climbing Race) - Demonstration**
- **Timau Ra'au (Fruit Carrying Race)**
- **Amora'a 'Ofa'i (Stone Lifting)**
- **Taputo Ma'ohi (Beach Wrestling)**



IN THE MEDIA

Black Belt Paddler Challenge MIA
May 2 ·

MORE THAN 800 views from people all over the world! Check out the full stream here.

Black Belt Paddler Streaming



YOUTUBE.COM
Black Belt Paddler
Black Belt Paddler 2024



France Info

FEATURED

Polynesian paddle competition will provide an offshore spectacle on Virginia Key

By Hillard Grossman / Special to Islander News · Apr 25, 2024 Updated Apr 25, 2024



READY TO BECOME AN ITALIAN CITIZEN?
Most
1. 12-year-old FL doctor...
2. 'A tired trick,' abortion...
3. League of Women Voters...
4. A Look At Florida's Scale...
5. Could Florida be impact...

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85°

Annual Black Belt Paddler Challenge returns alongside 1st Heiva Miami for a celebration of Polynesian culture

BY LYNN MARTINEZ, CHERYL DEL MUNDO
APRIL 16, 2025

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Deco Drive Miami

TESTIMONIALS

"Amazing and smoothly coordinated and executed event! Cheers to Monica, Andre and the Infinite Source Team!!!"

John Jimenez

"It was a case of turning lemons into lemonade as far as making the most of wind and chop conditions. Organizers showed great judgment in course revisions for both races. The coverage was awesome and the special guests from Tahiti, Hawaii and Brazil only added to the quality of the event, Cheers!"

Eugenio Coca Mir





FESTIVAL LAYOUT



SPONSOR BENEFITS



BRAND EXPOSURE

Receive prominent exposure on event materials, banners, websites, and promotional materials.

MARKETING OPPORTUNITIES

Leverage the event for marketing through press, media, and social media to reach a wider audience.

AUDIENCE ENGAGEMENT

Sponsors can engage directly, building brand loyalty and connections with potential customers.

ASSOCIATION WITH POSITIVE VALUES

Enhance the company's image by aligning with values like community, culture & sportsmanship.

NETWORKING

Gain access to exclusive networking with sponsors, stakeholders, and industry leaders.

LEAD GENERATION

Collect leads and contact info from attendees for future marketing.

PRODUCT SHOWCASE

Showcase products or services with direct interaction with potential customers.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Sponsoring events fulfills CSR goals and shows commitment to the community.



ATHLETIC DEMOGRAPHICS

Age Range | 16 to 80+:

Paddlers range from young juniors (under 19) to seniors, with many competitors in their 30s to 50s. Masters categories (40+) are popular, showing that people often stay active in the sport for years.

Annual Income Level | \$65k - 250K:

Given the expenses for equipment, travel, and race fees, participants generally come from middle-to-upper-income levels, especially for international competitions.

Gender:

Participation is nearly balanced, with both men and women competing in separate and mixed-gender events.

Geographic Diversity in the US:

States like Florida, Massachusetts, and New York have established clubs, indicating the sport's expansion beyond its traditional strongholds in the Polynesian Islands. The Southern California Outrigger Racing Association (SCORA) oversees many clubs from San Diego to San Luis Obispo, reflecting the sport's strong presence in the US.





Commissioner Damian Pardo, District 2, Miami
with founder Monica



Monica and Andre honored by the Ville de Punaauia



Master of Ceremonies, Emiliana Molina, former White House
correspondent under Obama and Trump's administration.

Government Affairs



Founders receive the City of Miami Proclamation

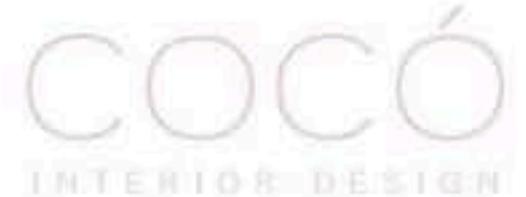


PARTNER AND SPONSOR LEVELS

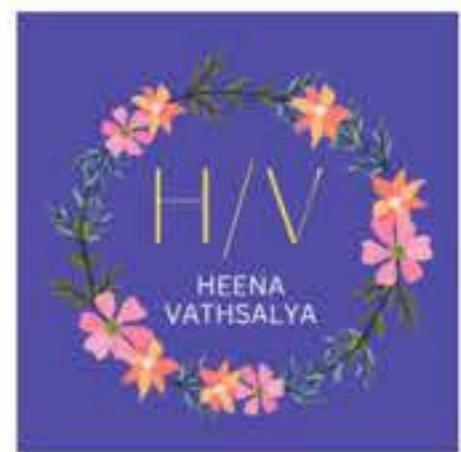
BENEFIT	TITLE BELT \$20K	BLACK BELT \$10K	BROWN BELT \$5k	PURPLE BELT \$2,500	BLUE BELT \$1,000	SUPPORTER \$500
COMPANY NAME ON EVENT TITLE	✓					
RECOGNITION ON LIVE STREAM AND ONLINE PROMOTIONS	✓					
CEREMONY PARTICIPATION AT EVENT AND INTERVIEW DURING LIVE STREAM	✓					
15 SECOND COMMERCIAL FOR LIVE STREAM AND ONLINE PROMOTIONS	✓	✓				
OPPORTUNITY TO PROVIDE MARKETING MATERIAL IN ATHLETE GIFT BAGS OR PRODUCT RAFFLE PRIZE	✓	✓	✓			
VERBAL RECOGNITION AT EVENT AND DURING LIVE STREAM	✓	✓	✓	✓	✓	
ONE 10 X 10 EXHIBIT TENT	PREMIUM	PREMIUM	STANDARD	STANDARD	STANDARD	
LOGO FEATURE ON EVENT DAY SIGNAGE	✓	✓	✓	✓	✓	✓
LOGO FEATURE ON RACE SHIRT	LARGE	MEDIUM	MEDIUM	SMALL	SMALL	SMALL
LOGO FEATURE ON RACE/EVENT WEBSITE	LARGE	MEDIUM	MEDIUM	SMALL	✓	✓
RECOGNITION ON SOCIAL MEDIA & PRESS RELEASES	✓	✓	✓	✓	✓	✓



2025 SPONSORS



2025 SPONSORS



THE BLACK TIE PRODUCTION COMPANY



Heiva Miami Founders, Monica Diaz and André Souza, attending Heiva in Bora Bora.

IT WOULD BE OUR HONOR TO
HAVE YOU AS A SPONSOR!

CONTACT INFORMATION

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