

Panorama Tower and Miami Heat team up for multi-year partnership

BY ANSLEY CAMPBELL

Panorama Tower, the premier luxury rental building located in the heart of Brickell, and the Miami Heat — towering figures in the city of Miami — have announced a multi-year partnership.

Panorama Tower scored the three-year deal that includes prominent marketing collateral in and around AmericanAirlines Arena as well as significant digital exposure.

“We are thrilled to team up with the Miami Heat,” said Jerome Hollo, executive vice president of Florida East Coast Realty, developer of Panorama Tower. “Panorama Tower represents the height of luxury. Our residents love the proximity to the AmericanAirlines Arena and the best of Miami’s cultural and entertainment venues, and it was a natural fit to partner with a world-class organization like the Miami Heat who is also at the top of their game.”

Additionally, the Heat will host Panorama Tower’s VIP clients and residents at games throughout the seasons for the duration of the partnership, and Panorama will host a Miami Heat event on-site at Panorama Tower in the coming months.

“The partnership with Panorama Tower is a natural fit for us,” said Miami Heat vice president of Corporate Sales, Glen Oskin. “We both believe in reinvesting in the community and serving as good stewards of South Florida. As a local property and luxury brand, Panorama Tower resonates with Heat fans. We’re excited to align ourselves with one of the premier brands in Miami and look forward to watching the evolution of this partnership.”

Located in the heart of Brickell, Panorama Tower, the tallest residential



building south of Manhattan soaring 85 stories, is the peak of chic luxury rental living in Miami. With endless opportunities for exceptional living, residents enjoy a wide array of extraordinary amenities, including three movie theaters, wine tasting room, children’s playroom, and state-of-the-art fitness center complete with yoga, Pilates, and spinning studios. Expansive units from 1,134 to 2,191 square feet with unmatched, sweeping water views make Panorama the peak of Miami luxury rental living. Prices range from \$2,750 to \$9,000 a month.

For additional information about Panorama Tower, call 305-882-9837, see PanoramaTower.com or visit the leasing office in the building lobby at 1100 Brickell Bay Dr., Miami, FL 33131.

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UVM: 40,301

