### Foreworth

"WAKE UP! IT'S MOURNING!" proclaimed a local newspaper.

It was one day after I'd been traded to the Miami HEAT from the Charlotte Hornets—November 4, 1995. I was 25 and entering my prime, now expected to lead a franchise starved for success and stability.

And looking back, the paper's headline was all too fitting.
Because that Saturday, a new era had most definitely dawned in downtown Miami.

It all began as an "image" in Coach Riley's mind: one of a Championship parade down Biscayne Boulevard. His vision was clear—the path to realizing it wasn't.

But that's the thing about faith, it comes from having absolute trust in something you can't see. My agent said at the time, "There is no secret deal, no handshakes, no winks. All it is, is a feeling on Alonzo's part that Miami has what it's going to take to build a franchise around him."

And indeed, they did.

Over the next decade-plus, we'd bring to Miami what no HEAT team had before.

An NBA All-Star (myself).

A then-franchise record 61 wins.

An NBA Championship.

And maybe most importantly, a standard. A code of competitive excellence that would live long after I played my final game in 2008.

You talk about forming "The Big Three," winning backto-back Championships thriving in "The Bubble," consistently competing for titles season after season; all of it is a testament to the power of the faith I first put in the Miami HEAT.

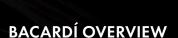
And since that Saturday on November 28th years ago, Bacardi has been there to celebrate every win, every ring, every banner, every moment that faith was rewarded.

Look around the Arena. Scan through old magazines. You'll see Bacardi everywhere—proof of a long-standing relationship rooted in the spectacle of our sport, and the party that comes with it.

I couldn't tell you how to make a mojito or craft any of the cocktails you're about to read about. But what I can tell you is that none of what follows—both on our court and in Bacardi's shaker—would've been possible without a deep love for the city and fans at the center of it all.

And a little bit of faith, of course.

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### **HEAT OVERVIEW**

**CLOSING** 

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### **HEAT MOMENTS & COCKTAILS**

Opening Night, 1988 | Debut Daiquiri 🕬 23 The Arrival of Pat Riley | El Jefe 🥙 27 Road Warriors | Jalapeño Heat 🦚 31 First Game at AmericanAirlines Arena | Airmail Arena 35 The Drafting of Dwyane Wade | Sunrise Over Wade County 39 2006 Champions | Numero Uno 🚳 43 Two-Time Champions | "Dos Minutos" 47 Repeat Champs | Back-2-Back 51 The Vice Uniform | Neon City 🖖 55 The Bubble | Wake-Up Call 59 THE ARENA & LOUNGES 63

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BACARDÍ® rum and your Miami HEAT have been firing up "The Magic City" for decades, from party nights on Ocean Drive where neon lights shine, to electric game days on Biscayne Boulevard where roaring crowds stomp their feet. Between the towering palms, the colossal cruise ships, the picturesque Art Deco buildings, and the unique neighborhoods, Miami is the perfect place to call home. Just like the HEAT, BACARDÍ's goal has always been to connect people in moments of conversation and celebration, which is the inspiration behind this book.

As we reflect on 35 seasons of HEAT basketball, join us in celebrating not only the team's monumental milestone, but also you—the fans. This book also celebrates the rich history and culture the Miami HEAT and BACARDÍ have brought to Miami.

So, let's raise a glass and toast to all the memories made, NBA Championships won, and dreams ignited.

Salmal.







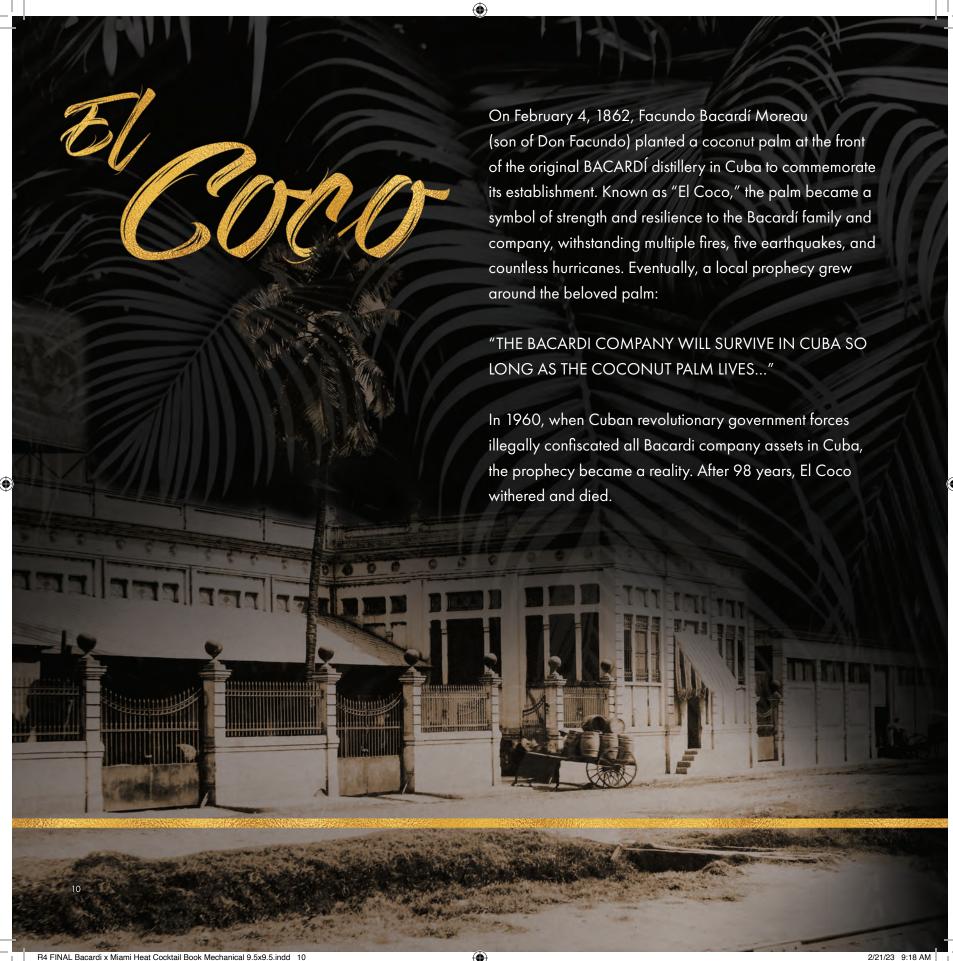
The story of BACARDÍ starts over 161 years ago in Santiago de Cuba.

Don Facundo Bacardí Massó revolutionized the rum industry when he introduced a premium, light-bodied rum the world had never seen before: BACARDÍ. With the help of his wife, Doña Amalia, Don Facundo purchased a small tin-roof distillery on the outskirts of the city of Santiago de Cuba on February 4, 1862. The rum company grew for generations under the Bacardí family and remained in Cuba until 1960, when Cuban revolutionary government forces illegally confiscated all company assets in Cuba with no compensation. The Bacardí family fled its homeland in exile and continued producing the world's most awarded rum in Puerto Rico, the United States, and Mexico. Today, our rum is still aged under the Caribbean sun at the BACARDÍ rum facility in Cataño, Puerto Rico, the largest premium rum distillery in the world.

In 1963, Bacardi USA established new roots in Miami, the adopted home of thousands of Cuban exiles, by opening the iconic Bacardi Building on Biscayne Blvd. Since then, the company has grown to a rich portfolio beyond its namesake rum, welcoming some of the world's most iconic whisky, tequila, vodka, and vermouth brands in the industry to our family. Proudly family owned for seven generations, Bacardi is the world's largest privately held spirits company, managing more than 200 brands and labels from its Bermuda headquarters and sold in over 170 countries.

BACARDÍ rum continues to inspire its fans to DO WHAT MOVES YOU and celebrate the moments that matter over exceptional drink experiences with friends and family.

BACARDÍ.







Do you know the story behind the iconic BACARDÍ bat? This famous logo was first adopted back in the 1880s, when Doña Amalia entered the BACARDÍ distillery and noticed a colony of fruit bats hanging in the rafters. Recognizing the bat as a symbol of good health, good fortune, and family unity in her husband's homeland of Spain and among the Cuban Taíno indigenous people, she suggested adopting the bat as a symbol for BACARDÍ rum. From then on, locals knew to ask for 'El Ron del Murciélago' (the rum of the bat). The iconic logo has been proudly displayed on every product carrying the Bacardí family name ever since.



## Miami

In 1988, Miami's long-awaited dream finally caught fire—the city had its very own professional basketball team.

After weathering the pains of expansion, the HEAT rose to prominence during the late 1990s following new managing partner Micky Arison's first big decision: hiring Pat Riley as the team's President and Head Coach. Although the hallmarks of HEAT Culture had taken root, it wasn't until June 26, 2003 that the team's fortune truly turned. With the fifth overall pick, they drafted Dwyane Wade.

In 2006, the HEAT won their first NBA Championship, defeating the Dallas Mavericks. Four years later, the HEAT would become the League's fiery focal point once again, acquiring perennial All-Stars LeBron James and Chris Bosh to form the "Big Three" alongside Wade. From 2010 to 2014, the HEAT made four consecutive trips to the NBA Finals, winning back-to-back NBA Championships in 2012 and 2013.

And through every memory and milestone, BACARDÍ has been there to celebrate it all.

BACARDÍ couldn't be prouder of its relationship with the HEAT and can't wait to see what the future has in store.



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The Miami Merald and Burger King Corpor

invite you to JUST NAME IT!

The Miami Herald / Friday, September 12, 1861



The name for our new i team is as close as you Burger King 'Restaural postcard away and you team!

And if you submit the will

- 1. TWO SEASON TIC TEAM YOU NAME
- 2 TWO TICKETS TO S IGLESIAS, LIVE IN L
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OFFICIAL "NAME THE TEAM" ENTRY COUPON TO BASKETBALL INC PO BOX 190240 MIAMI BEACH, FL 3379 HERE IS MY ENTRY FOR OUR NEW NEW BASELTBALL TLAM NAME YOUR NAME\_ ADDRESS. CITY\_ DAYTIME PHONE\_ STATE

NIGHT PHONE ..

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# Chaffing a WINING IDENTITY

The Miami HEAT didn't get its name from a weather forecast. Instead, in October 1986, there was a contest to name the team. Contest submissions included the names Miami Barracudas and Miami Machos, but ultimately, Miami HEAT dominated the competition.

The next key step for the new team was to design a logo. Enter the now-iconic Miami HEAT "Ball and Flame" logo, which captured 34% of another fan-led vote. Said one of the logo's designers, "Winning the contest wasn't necessarily [about] the best logo, but the one that best fits the team." Aside from some updates, the essence of the HEAT logo remains unchanged.

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### Fueling THEFIRE

Ever heard of a sports mascot that underwent surgery? Well, that's exactly what happened to the HEAT's beloved Burnie. During halftime of a February 1990 game, the team physician, Dr. Harlan Selesnick, performed surgical theater in front of tens of thousands of spectators at Miami Arena. After a short recovery, Burnie reemerged with a much-needed makeover that's endured ever since.

And the mascot wasn't the only thing "en fuego"—in 1988, the HEAT debuted their signature look with two uniforms that became instant classics. The block lettering, the red and orange trim, and the black and white silhouettes ignited the team's South Beach style, giving rise to a tradition of innovative, best-selling uniform designs.



### ATION

For over 35 years, Miami has united under one roof to watch their HEAT incinerate the competition, feeding off the towering pyrotechnics, dazzling video displays, and clanging pots and pans to ignite their team like no other fan base can. From courtside socialites to "Uptown" die-hards, HEAT Nation is a vibrant mix of seasoned locals and bright-eyed newcomers, each indulging in their own slice of the city's hottest spectacle.

But don't let all the glitz and glamor fool you—HEAT Nation can get just as rugged as the roster itself. Jump on one and incur the wrath of many, in just about every language imaginable. When they're not singing the gospel of Pat Riley, it's the anthemic melodies of Farruko's "Pepas" or The White Stripes' "Seven Nation Army" (and a shot of cafecito) that further stoke their fire.

No matter what it is—a mantra, a campaign, or a cause—HEAT Nation runs with it, bringing their own brand of bravado to the party.

Die-hand fans



### **OPENING NIGHT**

1988

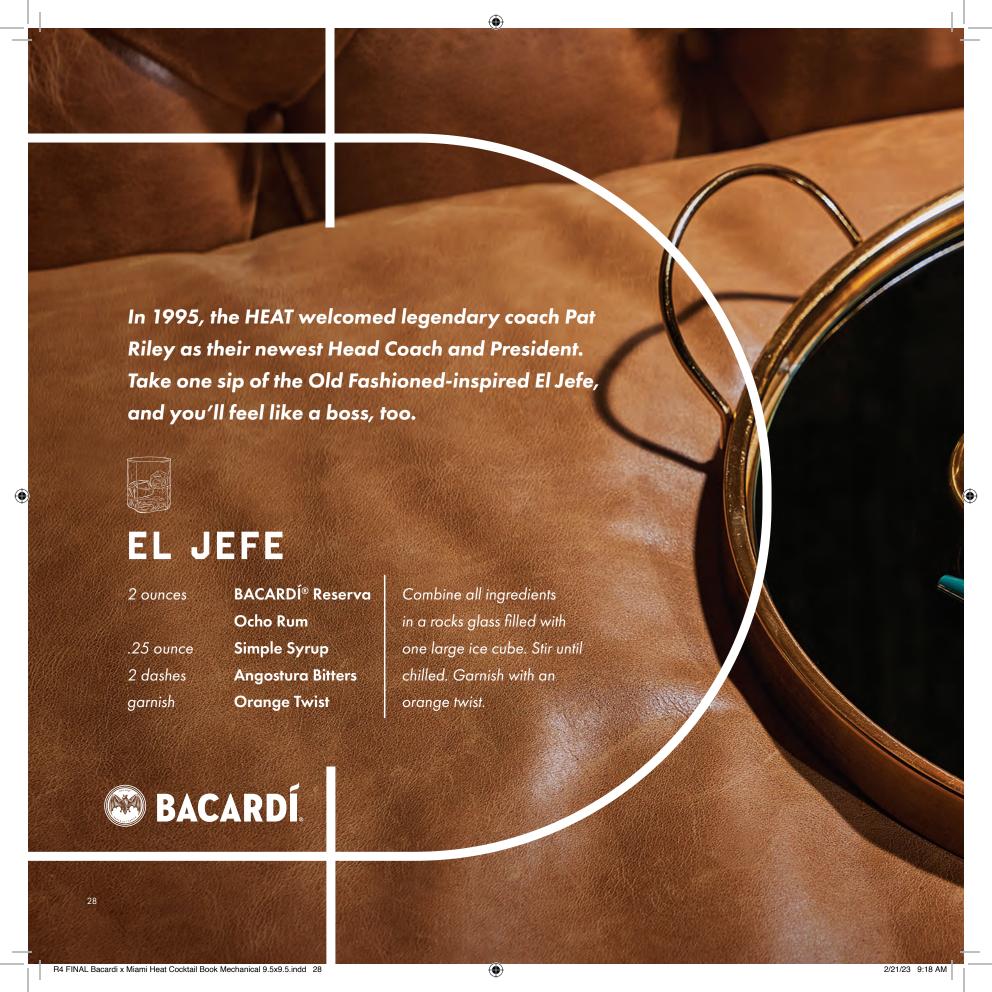
November 5, 1988 – The HEAT play their inaugural game versus the Los Angeles Clippers, supported by a spiffy "black tie" game day theme. Over a month later, the team captures its first-ever win against those same Clippers on December 14, 1988, by a score of 89-88.



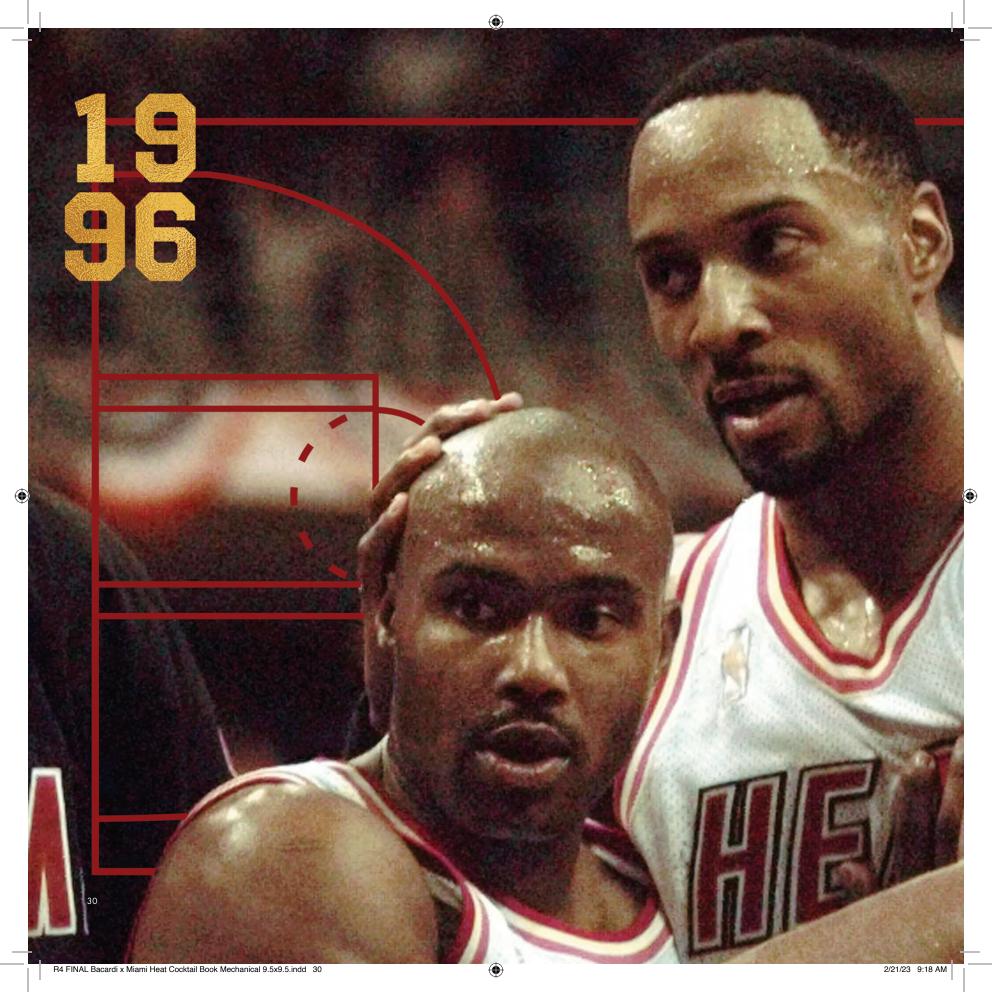


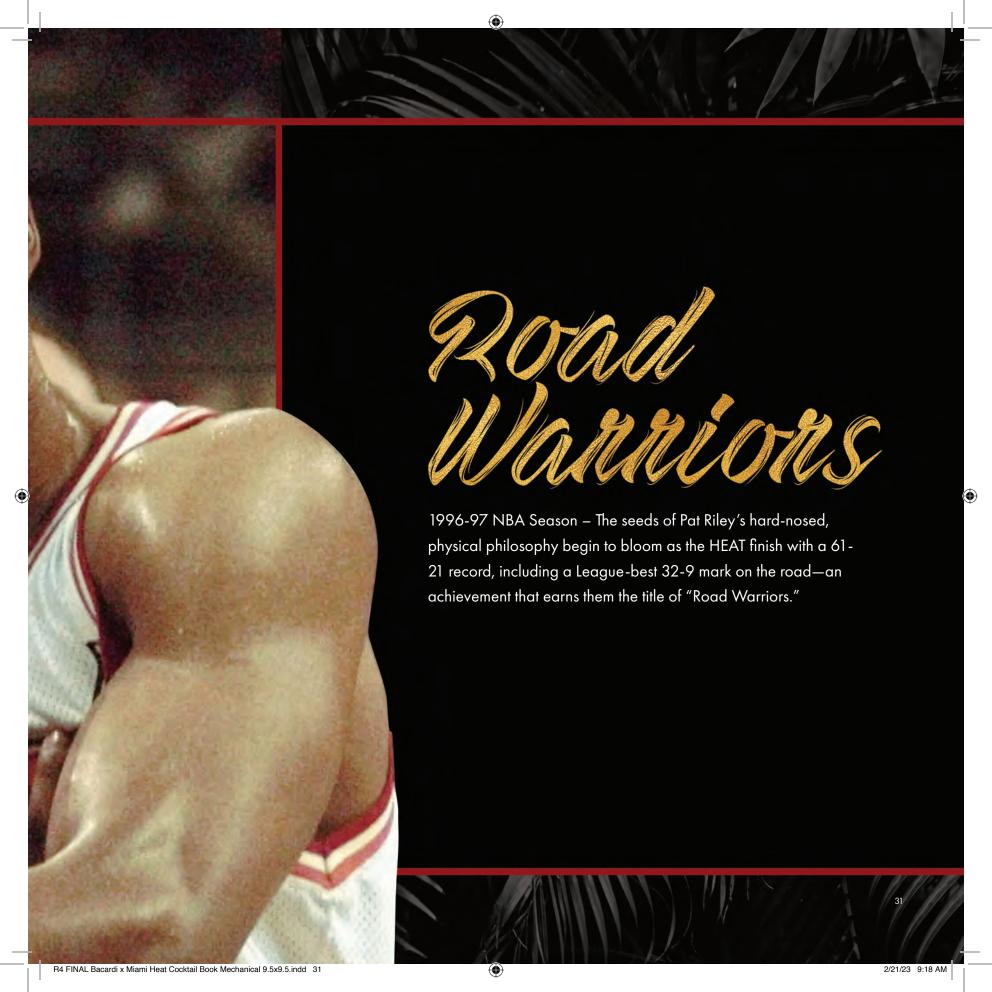












During the 1996-97 season, the HEAT were on fire on the road, earning the title of "Road Warriors." Now you can bring more of that same fire to game day with this spicy margarita featuring PATRÓN Tequila.



### JALAPEÑO HEAT

1.5 ounces PATRÓN® Reposado

Tequila

1 ounce Fresh Lime Juice

1 ounce **Agave** 

Jalapeño Pepper Slice

garnish Lime Wheel & Jalapeño

**Pepper Slice** 

Rim a rocks glass with salt.

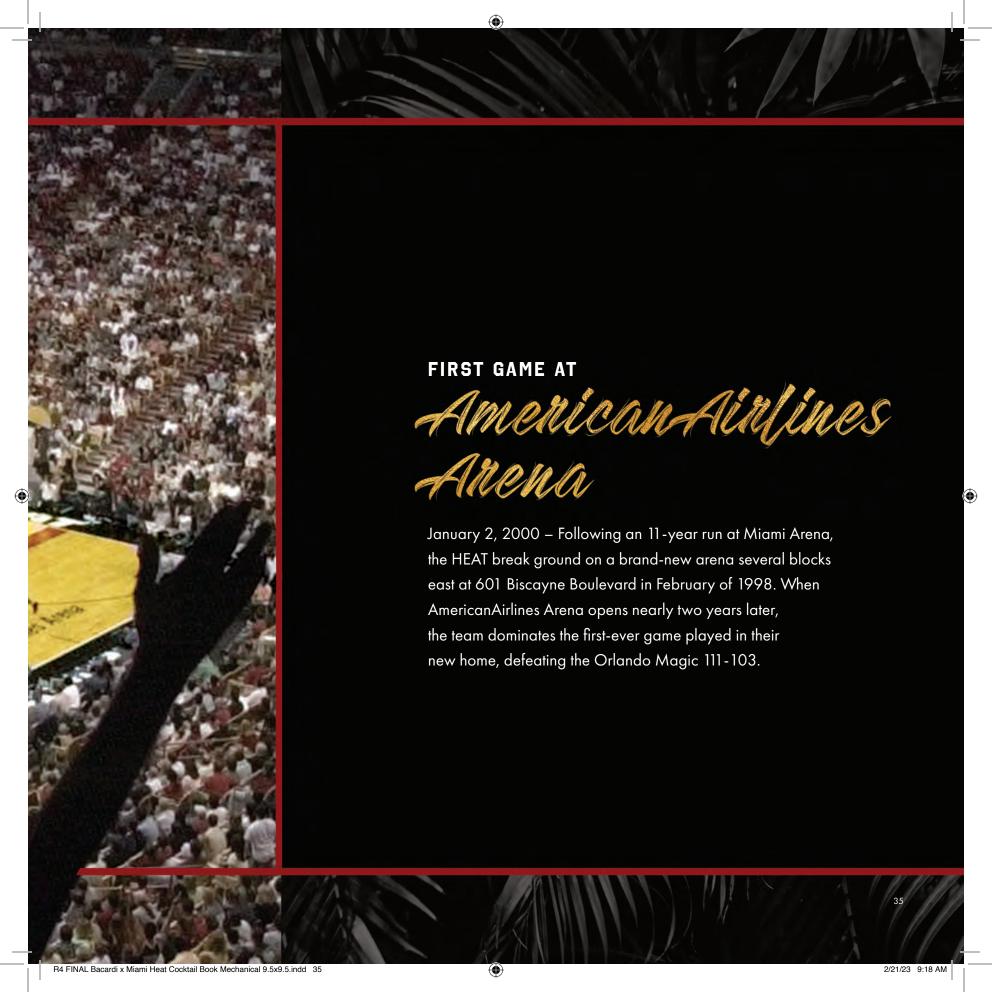
Combine all ingredients in a cocktail shaker with ice, shake, and strain into the rimmed rocks glass over fresh ice.

Garnish with a lime wheel and an extra jalapeño.



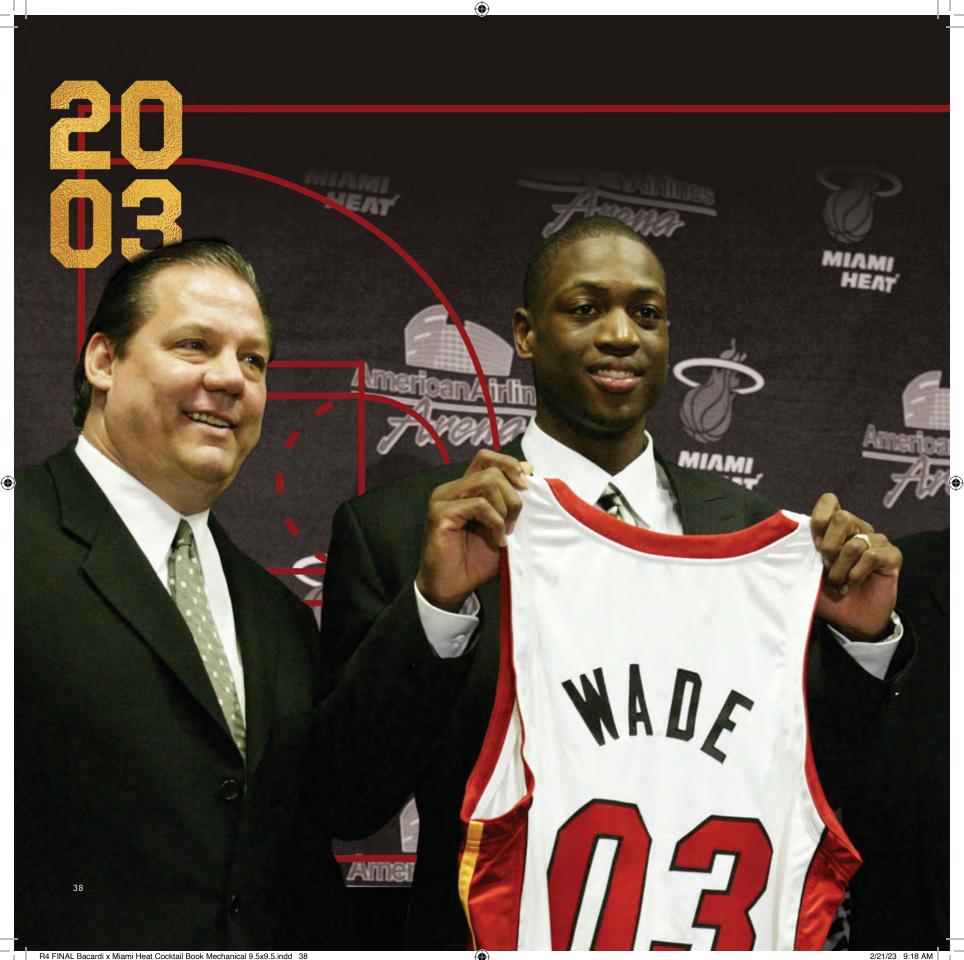


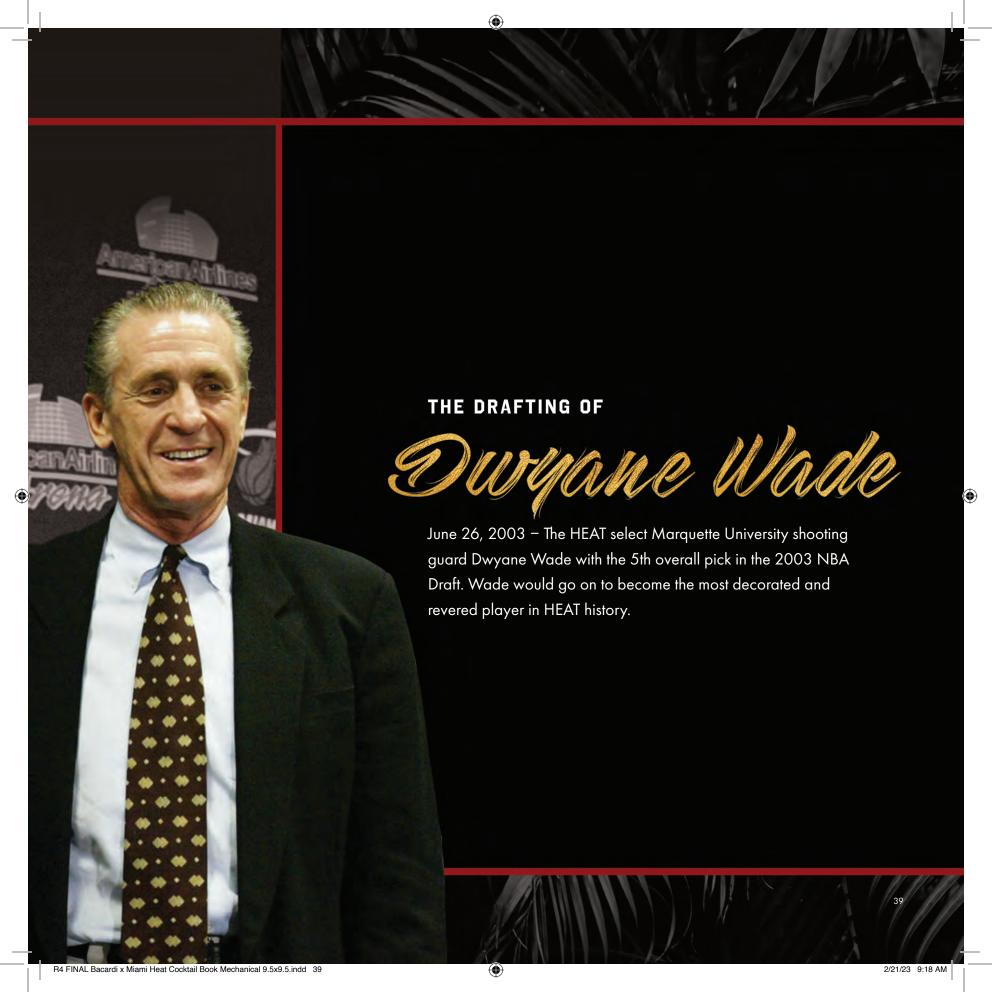












Every team needs a star player, and every fan needs a star cocktail. Enjoy this upscale, tasty twist on a tequila sunrise inspired by the greatest player in HEAT history, Dwyane Wade.



### SUNRISE OVER WADE COUNTY

1.5 ounces PATRÓN® Silver Tequila

.5 ounce MARTINI & ROSSI®

Riserva Speciale Bitter

.5 ounce Cherry Syrup

ounce Passionfruit Liqueur

.5 ounce Fresh Lime Juice

lash Club Soda

arnish Burnt Orange Wedge

& Mint Sprig

Fill your collins glass with ice. First, shake MARTINI & ROSSI Riserva Speciale Bitter and cherry syrup with ice in a cocktail shaker and strain into the collins glass. Then shake the rest of the ingredients with fresh ice and strain into collins glass. Top with club soda. Garnish with burnt orange wedge and mint sprig.











Every championship deserves a celebratory drink-especially the first. The Numero Uno has a champion-worthy look and taste.



### NUMERO UNO

1.5 ounces BACARDÍ® Spiced Rum

3 ounces Lemon Iced Tea

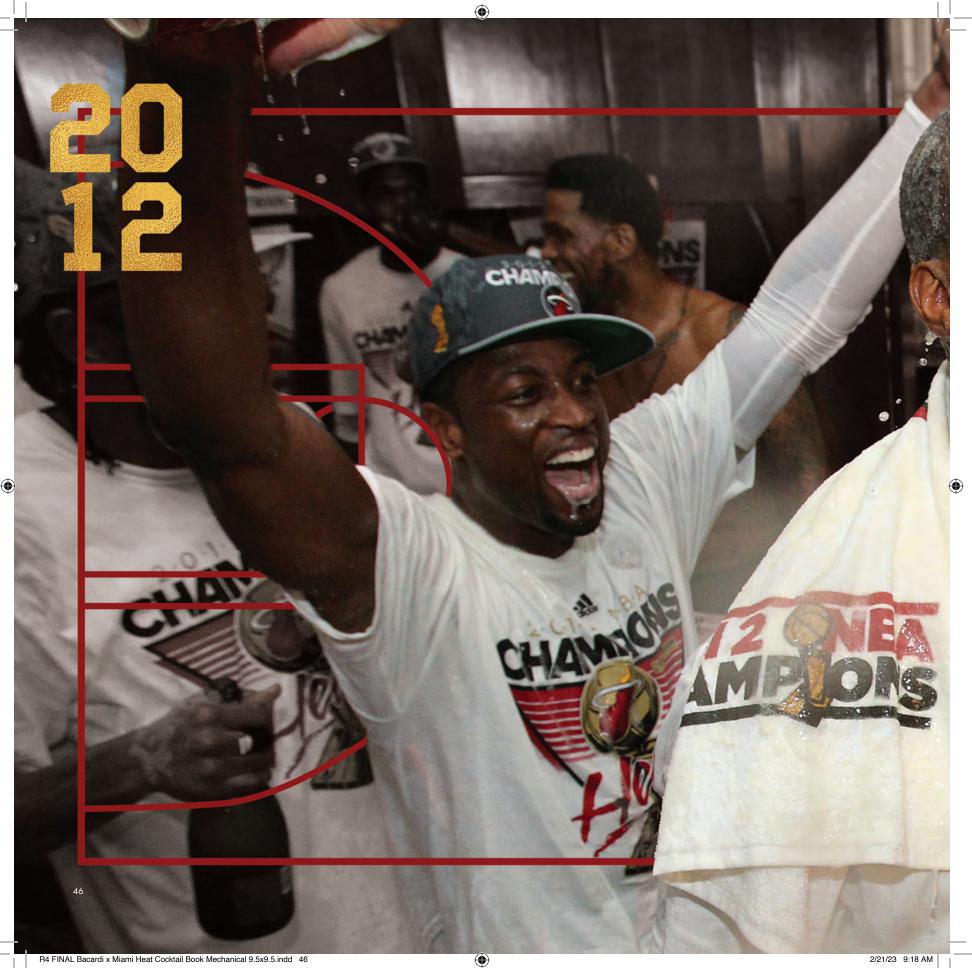
1 ounce Fresh Pomegranate Juice garnish Pomegranate Seeds &

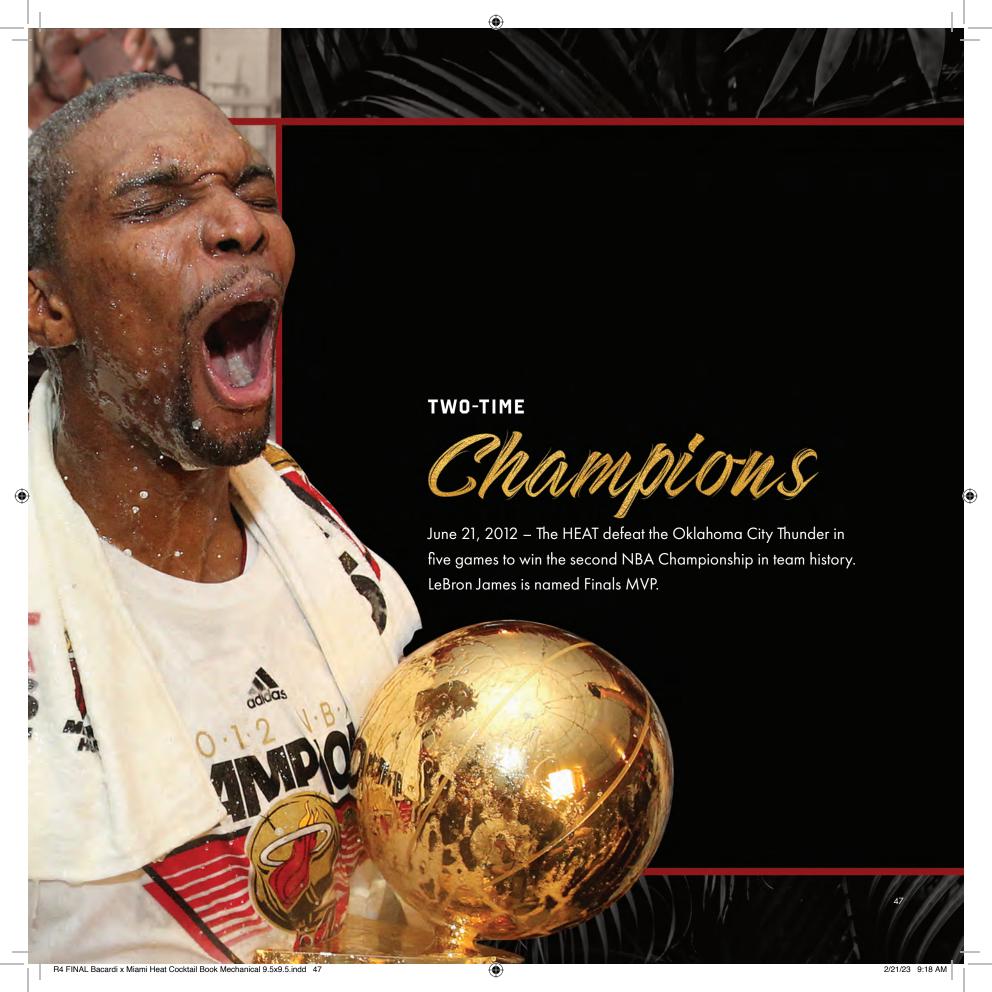
**Mint Sprig** 

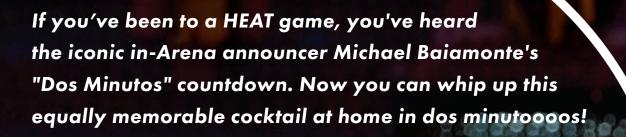
Combine all ingredients in a collins glass over ice. Give it a quick stir. Garnish with pomegranate seeds and a mint sprig.











#### "DOS MINUTOS"

1.25 ounces GREY GOOSE® Vodka

.5 ounce ST~GERMAIN® Elderflower Liqueur

1 ounce Fresh Lemon Juice

.5 ounce Simple Syrup

3 ounces Club Soda

Lime Wedge

3 Cucumber Slices

garnish Lime Wedge & Cucumber Slice

Fill your collins glass with ice. In a cocktail shaker, combine 1 lime wedge, 3 cucumber slices and the rest of the ingredients, except club soda. Add ice and shake until chilled. Strain into collins glass and top with club soda. Garnish with lime wedge and

cucumber slice.









The Back-2-Back cocktail is a win-win. Kick-start your own celebration with two mini martinis that pay homage to the HEAT's back-to-back NBA Championships in 2012 and 2013.



#### BACK-2-BACK

2.5 ounces GREY GOOSE® Vodka

.5 ounce MARTINI & ROSSI®

Extra Dry Vermouth

dash Orange Bitters

garnish 2 Lemon Peels

Combine all ingredients in a mixing glass over ice and stir until chilled. Strain into two chilled coupe glasses. Garnish each with a lemon peel.















#### **NEON CITY**

2 ounces GREY GOOSE® Essences

**Peach & Rosemary Vodka** 

.75 ounce Lavender Honey

1 ounce Fresh Lemon Juice

.25 ounce Blue Curação

garnish 2 Neon Gummy Worms

Combine all ingredients except the blue curação in a cocktail shaker. Add ice and shake until chilled. Strain over fresh ice into a collins glass and carefully pour the blue curação to float on top.

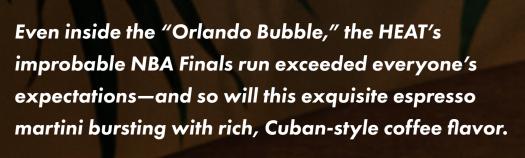
Garnish with neon gummy worms.













garnish

#### WAKE-UP CALL

1.5 ounces PATRÓN® Silver Tequila

1 ounce Unsweetened

Cuban Coffee

.5 ounce Coconut Syrup

Coconut Flakes &

3 Coffee Beans

Combine all ingredients in a cocktail shaker and shake with ice. Double-strain into a chilled coupe glass. Garnish with coconut flakes and three coffee beans.



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# The ARENA

On August 4, 1986, the City of Miami broke ground on the future site of its newest entertainment venue, Miami Arena. Built for \$52.5 million, the Arena officially kicked off the city's plan to bring to South Florida what only 22 other U.S. cities could claim as their own: a professional basketball team. In front of a star-studded, sold-out crowd on November 5, 1988, the Miami HEAT finally took the court for their inaugural game, the first of 495 HEAT regular-season contests hosted at the venue over the next 11 years.

On January 2, 2000, the HEAT's new bayside home, AmericanAirlines Arena, was up and running. The sleek, swirling structure gave the team the state-of-the-art facility it needed—and the home-court advantage it craved. That's when the "Triple A" became the stage for a new era of HEAT Basketball. The team's finest moments would play out here: its first-ever NBA Finals victory; Dwyane Wade's "This Is My House" declaration; the "Big Three" welcome party; and, of course, back-to-back NBA Championship-clinching games.

Today, the Arena continues to honor the vision held by city authorities over 40 years ago, hosting all 41 of the HEAT's regular-season games as well as over 80 non-basketball events every year, from concerts to conferences.



## The Lownges

At an arena like the HEAT's—in a city like Miami—you can bet there's no shortage of spots to indulge in all the swank and style a HEAT game day has to offer. And BACARDÍ is behind three of them!

On the ground floor, a pair of traditional premium lounges are located just steps from courtside. The AmericanAirlines Lounge featuring PATRÓN and the Amerant Lounge featuring GREY GOOSE each boast elegant dining rooms, wall-to-wall TV's, and a Chef's Table packed with gourmet twists on game-day favorites.

Then, head up to the Arena's Suite level to find a space where BACARDÍ's hospitality truly shines: the BACARDÍ Ocho Lounge. Nestled 30 rows above the HEAT hardwood, Ocho has quickly become a premier spot to sip, dine, and socialize at the Arena, taking cues from Miami's eclectic nightlife scene in both fare and feel. Top-rated local chefs and master mixologists helm an ever-changing menu of small plates and cocktails throughout the HEAT season. Just as Miami never seems to idle, neither does Ocho.