



Miami, 2026

THE PILATES PROJECT

A TCC ORIGINAL

PARTNERSHIP OPPORTUNITIES

Prepared by **The Coconut Club**

**WE CREATE
HYPER-LOCAL
HYPER-SPECIFIC
ATTENTION**

**REAL PEOPLE.
REAL MIAMI.**



thecoconutclub.miami



MIAMI IS HAVING A PILATES MOMENT.

The Pilates Project is an original, multi-episode, multi-platform series from **The Coconut Club Miami**- exploring the culture around the workout.

Our host Daniela Roldán tries Pilates for the first time, taking the audience inside local studios and conversations across Miami. Through her experience, TCC explores how fitness connects with fashion, wellness and community.



MEET THE HOST

DANIELA ROLDÁN

Miss Supranational Colombia 2025

TCC Project Manager + Host

SHE LOVES FASHION.

SHE LOVES FITNESS.

SHE'S NEVER DONE PILATES.

Like a lot of women, she's curious and a little intimidated.

THAT'S WHERE OUR STORY STARTS.

Daniela represented Colombia internationally.
She works behind the scenes with TCC and
takes the audience inside her first Pilates experience.



THE PEOPLE BEHIND THE PROJECT

MEET OUR TEAM.



**MICHAEL-PAUL
LANE**

Founder &
Creative Director



**DANIELA
LINARES**

Co-Founder & Director of
Events + Partnerships



**DANIELA
ROLDÁN**

Host &
Project Manager



**NICOLÁS
VELASQUEZ**

Media Director &
Partnerships



**ROBERT
LANE**

Executive Director,
Print & Design

ONE STORY. MULTIPLE PLATFORMS.

Across TCC's video and social channels, Miami's streets and communities, live experiences, thecoconutclub.miami and the inaugural print magazine.

TCC VIDEO & PHOTOGRAPHY



SOCIAL CHANNELS



STREET + COMMUNITY



LIVE EXPERIENCES



DIGITAL EDITORIAL



PRINT

ARIA / THE EXPERIENCE

ARIA YOGILATES

Pink Month at Aria's Doral studio.

OCTOBER 15*

MATCHA / SHAMA x ARIA

Pink Cloud Matcha for guests.

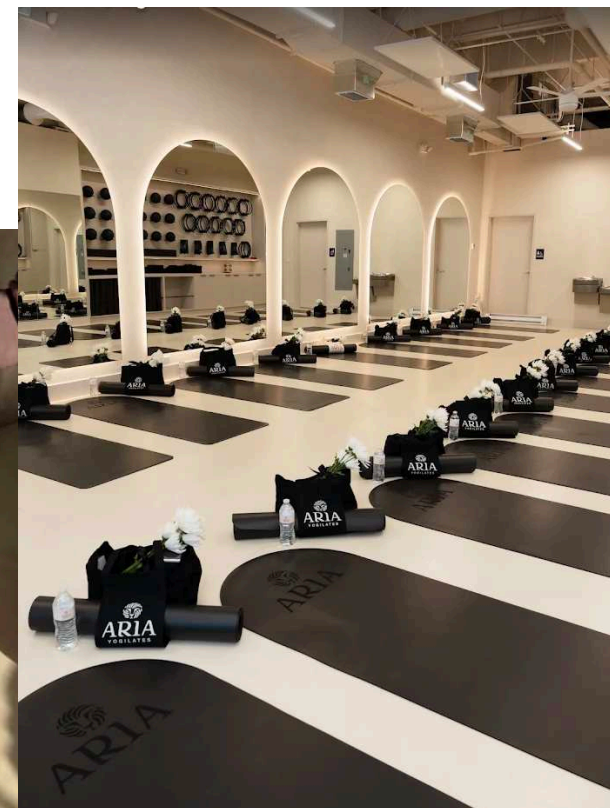
TCC FLOWER CART

Pink-and-white flowers for guests.

OCTOBER 24*

INFLUENCER EVENT

Custom Coconuts for guests.



ARIA

Studio + community

TCC

Storytelling + production

DANIELA

Host

SELECT PARTNERS

Integrated into the experience

SELECT PARTNERS

YOUR BRAND. IN THE STORY. IN THE MOMENT.

Your brand becomes part of what people experience.

DIFFERENT STORIES. DIFFERENT BRANDS. DIFFERENT WAYS IN.

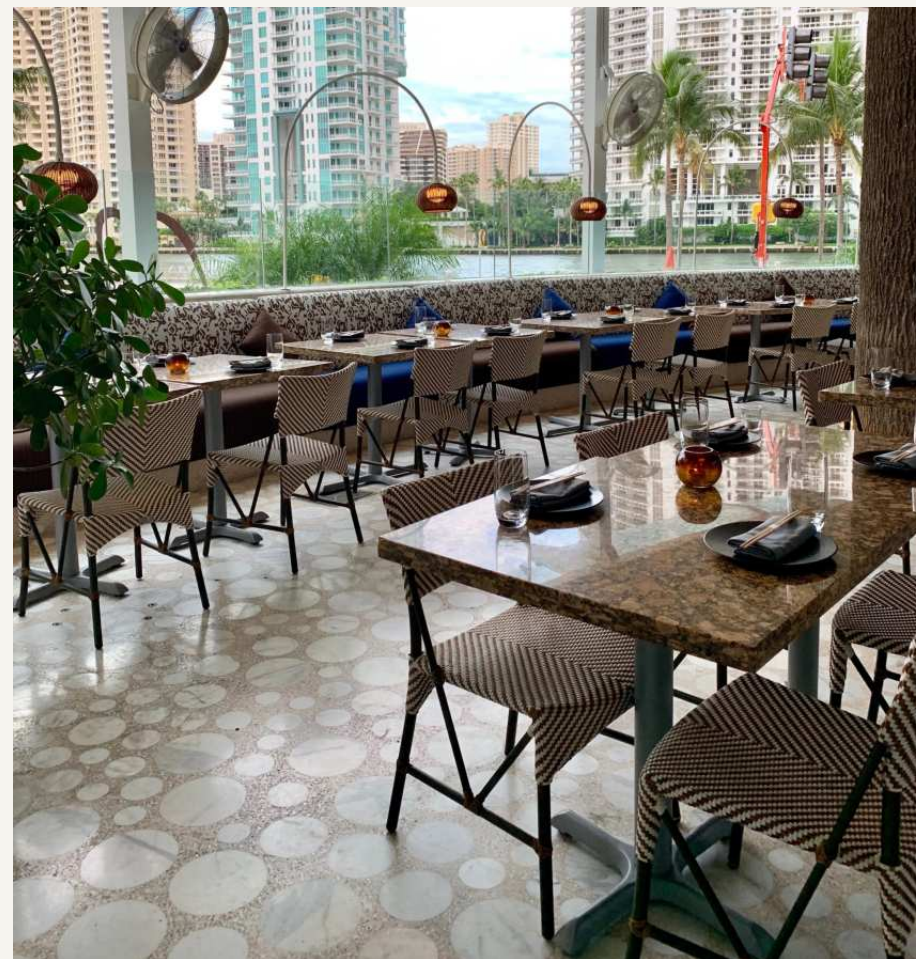


BEYOND THE SCREEN

SOMETHING BIGGER IS COMING...

An original Pilates experience
in development now.
Select partnerships available.

SUNSET. PILATES. MIAMI.



MANY WAYS INSIDE OUR STORY.

This story is not just about Pilates. — If you zoom out a little, the real story is about a person living their life in Miami. Opening up countless ways for any brand to fit into the TCC storyline: from what they wear, where they go, how they get there, what they consume, what keeps them healthy and who supports their ambitions. It all comes down to perspective and how you shape the message.

- HEALTH
- BEAUTY
- TRAVEL
- TRANSPORTATION
- F&B
- MEDICAL
- FITNESS
- FINANCE
- LIFESTYLE

THE PERSPECTIVE

PRESENTATION IS EVERYTHING.

Same product, two different experiences.

The environment.

The imagery.

The storytelling.

The packaging.

The TCC Perspective.

THE PRODUCT



THE EXPERIENCE



WELCOME INTO OUR STORY.

We're selecting a small group of partners to become part of *The Pilates Project*.

Let's talk about your goals and where your brand fits.

LET'S START WITH

Your brand + audience

Your goals

The story that fits

Your role in the experience

Content + platforms

Partnership scope

THE PILATES PROJECT

A TCC ORIGINAL

PARTNERSHIPS NOW UNDERWAY

join the club

**YOUR BRAND.
PART OF THE MOMENT.**



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