

HÉLIO FUMO

MEDIA KIT 2026



#FAZFUMO

HÉLIO FUMO

Performance with purpose.

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THE ATHLETE

WHO IS HÉLIO FUMO

Born in Maputo, Hélio Fumo arrived in Portugal at the age of 11. He was formed on the track — seven years in a Benfica shirt — and since 2016 the trails are where he belongs.

He is National Trail Champion (2021), finished 10th at the Trail World Championships (2019) — the best-ever result by a Portuguese athlete — won the Ultra Trail Vipava Valley 110 km (2024) and took 2nd at Istria 100 by UTMB (2023). He has represented Portugal six times and holds an ITRA index of 858, Elite level.

A psychologist (M.Sc.) and coach, he pairs performance with purpose: he founded the Hélio Fumo Association — Inclusion through Sport, created "Alimenta esta Corrida" — more than 25 tonnes of food delivered to families in need — and leads the open #FazFumoRunners sessions.

"I confuse the need to breathe with the need to run."



Quick facts

BORN IN	Maputo · in Portugal since age 11
DISCIPLINE	Ultra-trail · trail · road
CLUB	ADN Mértola
NATIONAL TEAM	6 caps for Portugal
EDUCATION	Psychologist (M.Sc.)
SPONSORS	Compressport · SCARPA

VERIFIED RESULTS

CAREER HIGHLIGHTS

10th

Trail World Championships, Portugal 2019 —
best-ever Portuguese result

1st

Ultra Trail Vipava Valley 110 km, Slovenia 2024 —
11h24

2nd

Istria 100 by UTMB 110 km, Croatia 2023 — 9h58

1st

National Trail Champion, Batalha 2021

2*

UTMB Mont-Blanc finisher (2024 · 2025)

2026

Portugal team — European Off-Road
Championships, Kamnik

858

ITRA Index · Elite 3 · world top 0.04%

828

UTMB Index

Every result carries a public source — see "factos-resultados" in the kit.



THE #FAZFUMO MOVEMENT

#FAZFUMO

A personal brand born from a joke — "Fumo makes smoke" — that became a way of being: demanding, authentic and generous.

Alimenta esta Corrida

More than 25 tonnes of food delivered to families in need, kilometre by kilometre.

Hélio Fumo Association

Social inclusion through sport — bringing sport to those with least access to it.

#FazFumoRunners

Weekly open sessions in Lisbon, dozens of athletes of all levels. And Hélio is the "biscuit man" of Love In the Bag.

Audience (Sep 2026)

90K+

followers across networks

1.9M+

views · 90 days

53K

interactions · 90 days

PARTNERSHIPS

BRANDS ALREADY ON BOARD

Compressport · SCARPA · Mimosa · Mais Nutrição · Flowdurance · Myalgia · Vesta · Ultrahuman · ADN Mértola

What a partnership gets

- Authentic content, produced and fronted by the athlete himself, across five channels (multilingual website, Instagram, Facebook, YouTube, in-person community)
- Presence at first-tier national and international races — UTMB, national championships, the national team
- A genuine social-impact story that gives brand exposure context and purpose
- Activations with the #FazFumoRunners community and the Association



PHOTOGRAPHY

AVAILABLE IMAGERY



26 high-resolution photographs (print and web) included in this kit, with credits and captions. Editorial use with mandatory credit; commercial use by permission.

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