



**CITY OF SAN ANTONIO
OFFICE OF THE CITY COUNCIL
COUNCIL CONSIDERATION REQUEST**

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TO: Mayor & City Council

FROM: Councilman David Medina, District 5

COPIES TO: Sheryl Sculley, City Manager; Ed Belmares, Assistant City Manager; Leticia Vacek, City Clerk; Edward Benavides, Chief of Staff; Chris Callanen, Assistant to the City Council; Michael Bernard, City Attorney; Casandra Matej, Director of Convention and Visitors Bureau; Vanessa Said, Convention and Visitors Bureau

SUBJECT: Biggest Loser RunWalk San Antonio

DATE: July 9, 2012

Issue Proposed for Consideration

I ask for your support for the inclusion of the following item on the agenda of the earliest available meeting of the City Council:

Briefing and Master Agreement regarding the proposal from Hill Country Bakery for the 2013 Biggest Loser RunWalk San Antonio event.

Brief Background

Since 2004, *The Biggest Loser* reality television show has transformed people’s opinions regarding obesity and the value of nutritional eating and exercise in losing excess weight. In the fall of 2012, NBC and *The Biggest Loser* will be partnering with San Antonio based Hill Country Bakery (HCB) and their wellness brand *EONI*, to promote the Biggest Loser Run/Walk in 10 cities nationwide. This new half marathon/5K run/walk event series will not only focus on wellness and the endurance of a person, but the lifestyle by which individuals and families are living. Leveraging the promotional power of *The Biggest Loser*, the race series appeals to all fitness levels from the first-timer to the veteran athlete.

The proposed date for The Biggest Loser RunWalk San Antonio event is Spring 2013. The proposal includes a two day Health & Wellness Expo, celebrity appearances by the Biggest Loser trainers and alumni, a finish line festival featuring live headline entertainment, and inspirational mile markers highlighting motivational stories along the course. In addition, HCB will be partnering with San Antonio Sports to bring the 2008 Biggest Loser season 5 favorites Jackie and Dan Evans (mother/son) to various speaking engagements throughout the community and schools of San Antonio.

From a marketing perspective, the Biggest Loser RunWalk series plans to promote all their races nationally and regionally through online, print, T.V., in-store retail advertising, local honorary ambassadors, and grassroots marketing. Specifically, Active.com and BiggestLoser.com, NBC and local NBC affiliate, and HEB have already committed to carrying the promotional plan for the series. This translates to an excess of \$350,000 in sponsorship benefits for the City of San Antonio.

In addition, this event compliments many of the City's existing programs and priorities such as SA 2020, the Mayor's Fitness Council, Metro Health's - Healthy Kids, Healthy Communities; Healthy Selections Coalition for Corner Stores; Healthy Kids, Healthy Hubs; and ¡Por Vida!. The Biggest Loser RunWalk series should be the City's next logical choice for partnership.

To ensure a commitment from The Biggest Loser RunWalk and the event taking place in San Antonio, and the coordination between the City and HCB, I am requesting a Master Agreement of no less than three years, similar to San Antonio Rock 'n' Roll Marathon & ½ Marathon be negotiated and signed in an expedited, timely manner and prior to the City Council's vote for the proposed 2012-2013 budget, so that promotion of the event can begin immediately.

Thank you for your consideration of this matter.

Submitted for Council consideration
by:

David Medina Jr.

Councilman David Medina Jr., District 5

Supporting Councilmembers' Signatures (4 only)

District No.

- | | | |
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| 1. | <i>[Signature]</i> | <u>4</u> |
| 2. | <i>[Signature] for Councilman Diego Bernal</i> | <u>1</u> |
| 3. | <i>[Signature]</i> | <u>6</u> |
| 4. | <i>[Signature]</i> | <u>7</u> |

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