

# Requisition

Req # 00469500

PO #

Date: 02/24/23

Bill To:

Vendor: 507881

RADIO UNITED LLC  
 DBA KBUC/KURV/XHAVO/XCAO/XHRR/D-ADS  
**1300 N. 10TH STREET, SUITE 220-I**  
 MCALLEN TX 78501  
 FAX (956)992-8897

Ship To: HEALTH DEPARTMENT  
 1304 S. 25TH  
 EDINBURG TX 78539

Contract No: EXEMPT

Contact: ISABELCASTILLO  
 956-383-6221

Special Instructions:

QUANTITY	UOM	DESCRIPTION	UNIT PRICE	AMOUNT
1.00	EACH	SAM:KZRTH58KW9J3 MI VALLE MI VOZ SHOW-MONDAY MARCH 13TH 10:00AM-10:30AM (LIVE INTERVIEW IN STUDIO BY STATION INFLUENCER) LA LUPE 89.1  2 HOUR LIVE ON-SITE ACTIVATION ON MARCH 15TH IN SULLIVAN CITY VACCINE EVENT USING LA LUPE 89.1  DO NOT DUPLICATE ORDER EX ACTIVATION FEE:  THE FOLLOWING IS INCLUDED IN THE ON-SITE ACTIVATION:  *A LA LUPE 89.1 INFLUENCER BROADCASTING FROM YOUR PLACE OF BUSINESS AND GREETING YOUR CUSTOMER DURING THE TWO-HOURS *THE LA LUPE 89.1 INFLUENCER WILL BE POSTING ON A LA LUPE FACEBOOK 2X (1XPER HOUR) DURING ACTIVATION *PRIZES & PROMOTIONAL ITEMS TO BE GIVEN AWAY AS INCENTIVES DURING THE LIVE BROADCAST *LA LUPE 89.1 VEHICLE AT YOUR PLACE OF BUSINESS FOR TWO AND A HALF HOURS. *(6) LIVE: 60 CALL-INS TO THE STATION DURING THE LIVE ACTIVATION, 3 CALL-INS PER HOUR. *(4) :30 SECOND CALL-INS, 2 PER HOUR ONE AT THE TOP OF THE HOUR AT THE :05 OF THE HOUR & THE OTHER AT THE END OF THE HOUR :50 *(35) :15 SECOND PROMOTIONAL ANNOUNCEMENTS TO RUN PRIOR TO THE REMOTE ON LA LUPE 89.1 FM *(35) :15 SECOND PROMOTIONAL ONLINE STREAMING ANNOUNCEMENTS TO RUN PRIOR TO THE REMOTE  Account No _____    REPORT ROAD HAZARDS 1-866-HCR-SAFE OR 1-866-427-7233	2,400.00	2,400.00
			Encumbrance	
			Freight	.00
			Total	2,400.00

Authorized By: \_\_\_\_\_

## Requisition For Supplies

Ordered By:	Patricia Garcia, LVN	Approved:
Date:	2/21/2023	Account No: <span style="font-size: 1.2em; color: blue;">3 1293-2447-00-340-0841-541</span>
Vendor:	Radio United LLC.	
Address:	1300 N 10 <sup>th</sup> St Ste 220 McAllen, TX 78501	
Phone:	956-992-8897	
Fax:		
**To Be Used For:	COVID-19 Grant Round 4- Advertisement for a big vaccination event- 3/15/2023	

Reg # 469,500

MK  
2/24/23

NIGP #	Quantity	Description	Unit Price	Total	REQ. Number	Purchase Order No	Co-Op or Contract #	Quotes	
915-14	1	Mi Valle Mi Voz Show- Monday March 13th 10:00am-10:30am ( live interview in studio by station influencer.) La Lupe 89.1  2 hour live on-site activation on March 15th in Sullivan City Vaccine event using La Lupe 89.1	\$2,400.00	\$2,400.00				2nd Quote Total	\$
				\$0.00				Company Name	
				\$0.00				Phone Number	
				\$0.00				Contact Person	
				\$0.00					
				\$0.00				3rd Quote Total	\$
				\$0.00				Company Name	
				\$0.00				Phone Number	
				\$0.00				Contact Person	
				<b>Total</b>	<b>\$2,400.00</b>				

Reg # 469500

# Mi Valle Mi Voz Show: March 13<sup>th</sup> Vaccination Event: March 15<sup>th</sup>, 2023



- La Lupe 89.1 FM

- *La Lupe 89.1 is ideal for cities: Mission, Palmview, La Joya, Penitas, Alton, Sullivan City, Rio Grande City, Roma and surrounding areas.*

- (60) :15 second mentions announcing COVID Vaccine event Monday- Saturday 6AM-10PM

- Mi Valle Mi Voz Show

- 30 Min show Q&A with Community Influencer & COVID Expert on Monday March 13<sup>th</sup> at 10AM-10:30AM. Includes promos, interview & commercials.

- As a sponsor you will receive:
    - 10 :10-second pre-recorded sponsor mentions scheduled prior to the show
    - The sponsor will be interviewed live in studio during the sponsored show by a station Influencer
    - (2) :30-second commercials during your show.

- Activation Remote with Community Influencer, 2 Hour duration. Recommended during the start of your event. Includes promos, social media posts & Live from location call ins.

- The following is included in the on-site activation:

- ❖ A La Lupe 89.1 influencer broadcasting from your place of business and greeting your customers during the two-hours.
    - ❖ The La Lupe 89.1 influencer will be posting on La Lupe Facebook 2x (1x per hour) during activation
    - ❖ Prizes & promotional items to be given away as incentives during the live broadcast
    - ❖ La Lupe 89.1 vehicle at your place of business for two and a half hours.
    - ❖ (6) Live :60 call-ins to the station during the live activation, 3 call-ins per hour.
    - ❖ (4) :30 second call-ins, 2 per hour one at the top of the hour at the :05 of the hour & the other at the end of the hour :50
    - ❖ (35) :15 second promotional announcements to run prior to the remote on La Lupe 89.1 FM
    - ❖ (35) :15 second promotional online streaming announcements to run prior to the remote

- Total for this campaign on La Lupe 89.1 FM \$2,400

Accepted by: \_\_\_\_\_

Date: \_\_\_\_\_

\*Please see next pages for each campaign component details.