



100 Broadway, 4th Floor  
New York, NY 10005, USA

+1 212 500 5720  
vitalstrategies.org

Offices  
New York | Paris | Singapore | Jinan | São Paulo

## SUBGRANT AGREEMENT

This agreement is dated as of **July 6, 2020** (“**Effective Date**”) between Vital Strategies, Inc. (“**Vital Strategies**”) a not-for-profit corporation organized under the laws of the State of New Jersey with authority to do business in the State of New York with business address at 100 Broadway, 4<sup>th</sup> Floor, New York, New York 10005, **Mexico City Government** (the “**Subgrantee**”) whose address is Plaza de la Constitución N° 2, Col. Centro Histórico, Alcaldía Cuauhtémoc, CP. 06000, Ciudad de México.

Vital Strategies is making a subgrant to Subgrantee as part of the Bloomberg Global COVID-19 Pandemic Initiative. A general description of the Subgrantee’s work is found in Annex A.

### Vital Strategies and the Subgrantee agree as follows:

1. **DURATION:** This agreement shall commence on the Effective Date and shall end on **July 31, 2020**. This agreement may be extended subject to satisfactory performance and availability of funds.
2. **CONTRACT MANAGER:** **Stephan Hamill**, employee of Vital Strategies (“**Contract Managers**”), shall be the primary person responsible for ensuring Vital Strategies fulfillment of its obligations under this agreement and monitoring the Subgrantee’s fulfillment of the terms of this agreement.
3. **SCOPE OF WORK:** A general description of the Subgrantee’s work is found in Annex A. The Subgrantee shall perform work commissioned by Vital Strategies as described in Annex B. The Subgrantee shall maintain appropriate staff to carry out its obligations under this agreement as described in Annex C.

Site of work: **Mexico**

### 4. CONSIDERATIONS AND PAYMENTS:

- 4.1 The maximum payment amount of the contract shall be **U.S. \$19,999.99** (“**Grant Funds**”)
- 4.2 All payments shall be made in accordance with the approved budget found in Annex D and according to the payment schedule found in Annex E.
- 4.3 All expenses shall only be paid upon prior approval of the Contract Manager and according to Vital Strategies’ policies and procedures upon submission and approval of invoices.
- 4.4 All Grant Funds must be expended exclusively for charitable purposes within the meaning of Section 501(c)(3) of the U.S. Internal Revenue Code (the “**Code**”). Grant Funds, as well as any interest earned thereon, may not be expended for any other purpose without the prior written approval of Vital Strategies. Any Grant Funds not expended or committed for the purposes of the Grant in accordance with the terms of this agreement must be returned to Vital Strategies within 90 days of the expiration or termination of this agreement, unless otherwise agreed in writing by the parties.

### 5. NOTICES AND COMMUNICATION:

- 5.1 Where in this agreement any communication is required to be given or made by either party, it shall be in writing and is effective if delivered in person, sent by ordinary or registered mail, or sent by e-mail to the address or addresses noted in Section 5.2. All communications sent by mail must also include an email specifying that notice by mail has been sent. The address of either party may be changed by notice in the manner set out in this provision.



- 5.2 All notices and communications concerning this agreement shall be addressed to the respective contact people as follows:

<p><b>For Vital Strategies:</b>          Stephan Hamill          VP – Policy, Advocacy and          Communication          100 Broadway 4<sup>th</sup> Floor          New York, NY 10006          Email: <a href="mailto:shamill@vitalstrategies.org">shamill@vitalstrategies.org</a></p>	<p><b>For the Subgrantee:</b>          Ernesto Alvarado Ruiz          Executive Director of International Cooperation          Plaza de la Constitución N° 2, Col. Centro Histórico,          Alcaldía Cuauhtémoc,          CP. 06000, Ciudad de México          Phone: +52 (55) 5414 1067          Email: <a href="mailto:ernesto.alvarado@cdmx.gob.mx">ernesto.alvarado@cdmx.gob.mx</a></p>
---	---

## 6. INELIGIBLE COSTS:

- 6.1 The following costs are considered ineligible for reimbursement with Grant Funds: i) debts and provisions for losses or debts; ii) interest owed; iii) items already financed in another framework; iv) currency exchange losses; and v) taxes.
- 6.2 **Recovery:** The Subgrantee undertake to repay any amounts paid in excess of the approved amount to Vital Strategies within 30 days of receiving a request to do so. Should the Subgrantee fail to make repayment within the established deadline, Vital Strategies may (unless the Subgrantee are a government agency or employed by a government agency) increase the amounts due by adding interest at the rate applied by the Federal Reserve Bank of the United States. Bank charges incurred by the repayment of amounts due to Vital Strategies shall be borne entirely by the Subgrantee.
7. **FINANCIAL REPORTING:** The Subgrantee shall provide periodic reports on Grant Funds in accordance with the reporting schedule and requirements found in Annex F.
- 7.1 **Account Management:** The Subgrantee shall maintain any funding received under this agreement in a separate account, whenever reasonably possible. At no time shall Subgrantee use any funds received under this agreement for any purpose except those set forth in this agreement and its annexes or as expressly permitted in writing by the Contract Manager.
- 7.2 **Right to Audit:** The Subgrantee shall establish and maintain a reasonable accounting system that enables Vital Strategies to readily identify the Subgrantee's assets, expenses, costs of goods, and use of funds. Vital Strategies and its authorized representatives shall have the right to audit, to examine, and to make copies of or extracts from records relating to this agreement kept by or under the control of the Subgrantee. Such records shall be made available to Vital Strategies during normal business hours at the Subgrantee and office or place of business and subject to a five-day written notice.



**8. INTELLECTUAL PROPERTY:**

- 8.1** Vital Strategies shall be deemed the full and unencumbered holder of all rights to any materials developed by the Subgrantee. This includes the right to use the materials, license the materials to third parties, and otherwise distribute the materials free of any fees, royalties, payments, usage fees, or any other remuneration.
- 8.2** Nothing in this agreement shall be construed as implying the transfer of ownership of either party's intellectual property to the other party or any of its collaborators or subcontractors unless explicitly stated. For avoidance of doubt, the Subgrantee agrees and acknowledges that all intellectual property rights are retained by Vital Strategies, global and in-country partners under this agreement, including, but not limited to, rights in research protocols and questionnaires.
- 8.3** The Subgrantee shall ensure that all campaign materials provided by the Subgrantee, or on the Subgrantee's behalf, comply with federal, state, and local laws, rules, regulations and ordinances (for non-federal countries, this should be "national and subnational laws"). Without limiting the foregoing, the Subgrantee shall obtain any approval, permission, license, or clearance from a government agency or other third party, as required, to allow in-country mass media partner and Vital Strategies to exercise the rights in such campaign materials granted to it, including for the use of any material that may be considered intellectual property of a third party.

**9. MEDIA PLACEMENT:**

- 9.1** The Subgrantee shall be responsible for requesting and obtaining approval from any media outlets or channels where the materials shall be displayed, published, broadcast, or otherwise exhibited. In connection with the foregoing, the Subgrantee shall, prior to the display, publication, broadcast or other exhibition of any material, conduct a written analysis, either internally or through outside counsel, as appropriate, that evaluates the veracity, legality, and appropriateness of all text, sounds, imagery, symbols, or other express or implied claims.
- 9.2** The Subgrantee shall comply with all applicable data privacy and security laws, including, without limitation, those addressing the collection and use of personally identifiable user data (e.g., name, email address, mailing address, phone number) and those addressing digital media placement directed toward, or likely to be seen by, children.
- 9.3** The Subgrantee shall monitor, verify and report media performance and execution to Vital Strategies, including but not limited to placement and delivery against negotiated guarantees, and otherwise pursuant to Vital Strategies' written instructions. Without limiting the foregoing, the Subgrantee shall provide Vital Strategies with a credit or adjustment in respect of any shortfall of delivery versus the negotiated guarantee, whether or not Vital Strategies has any rights against any media in respect of any such shortfall.

**10. WARRANTIES AND REPRESENTATIONS:**

- 10.1** The Subgrantee hereby represents and warrants that: (i) it has the legal power and authority to enter into and perform its obligations under this agreement without violating the rights or obtaining the consent of any third party; (ii) it will use best efforts to obtain the most favorable rates available for media purchases, including all available discounts, rebates and allowances; (iii) it will perform all services in accordance with all applicable laws, rules, regulations and ordinances; and (iv) it will obtain all necessary permits, licenses and certifications.



**10.2** The Subgrantee will indemnify, defend and hold any in-country mass media partner and Vital Strategies (the “**Indemnified Parties**”) harmless from and against all claims, demands, suits, liabilities, losses, judgments, damages, injuries, costs or expenses (including reasonable outside legal fees and expenses) (collectively, “**Liabilities**”) incurred by any of the Indemnified Parties based upon or arising out of Subgrantee’s negligence, fraud, misconduct, or breach of any term of this agreement. Without limiting the foregoing, the Subgrantee shall maintain insurance of the types and in the amounts customarily required for services similar to those being provided by the Subgrantee under this agreement, including, without limitation, professional liability.

**10.3** The Subgrantee shall be responsible for determining the means of disclosure and compliance with any and all national and local laws, rules, regulations and ordinances applicable to the use of disclaimers in materials created and/or otherwise provided by the Subgrantee in connection with this agreement

**10.4** The Subgrantee shall be responsible for determining the means of disclosure and compliance with any and all national and local laws, rules, regulations and ordinances applicable to the use of disclaimers in materials created and/or otherwise provided by the Subgrantee in connection with this agreement

**11. ACCURACY OF CAMPAIGN MATERIALS:** The Subgrantee must, before the campaign materials are displayed, published, broadcast or otherwise exhibited, approve all materials with Vital Strategies and obtain the necessary substantiation to support any express or implied claims made in such campaign materials (i.e., competent and reliable scientific evidence, market research or other material that provides a reasonable basis for the claim). The Subgrantee must also ensure that campaign materials are truthful, and not misleading or deceptive, or likely to mislead or deceive, and contain all disclosures required by applicable law.

**12. TALENT:** The Subgrantee agrees to include the following provisions in all talent agreements: (i) a prohibition against the applicable talent from performing services for, or granting rights in his/her/their name, likeness, voice or other identifying characteristics to a third party for use in any advertisements for sugary drinks, “junk” food, alcohol and/or tobacco for a period of two years from the commencement of such talent agreement (or the campaign launch); and (ii) a buyout of all media throughout the world

**13. PERMISSION TO USE CHILDREN:** The Subgrantee warrants that any consents necessary to be obtained by law have been obtained for the use of children or child actors in the campaign materials.

**14. LIABILITY AND INDEMNIFICATION:**

**14.1** Vital Strategies, its officers, employees, and agents, shall not be liable for any injury to the person, including death, or for loss or damages to the property of the Subgrantee or of anyone else, occasioned by, or in any way attributable to the Subgrantee under this agreement unless such injury, loss, or damage is caused by the negligence of an officer, employee, or agent of Vital Strategies acting within the scope of their employment.

**14.2** The parties will mutually defend and forever hold each other and their officers, employees, and agents harmless against and from any and all third-party claims, lawsuits, judgments, and expenses arising out of any breach by the other party of any provision of this agreement or any misrepresentation made by the other party and its officers, employees, or agents. This paragraph shall survive the termination of this agreement.



**14.3** The Subgrantee shall maintain insurance of the types and in the amounts customarily required for services similar to those provided for under this agreement, including, without limitation, professional liability.

**15. DEFAULT AND TERMINATION:**

**15.1** This agreement may be terminated by either party at any time upon 15 days prior written notice of termination to the other party.

**15.2** Upon termination and settlement of payment for work performed before the date of termination, each party shall be fully and forever released and discharged from any legal and all obligations, covenants, or liabilities of whatsoever kind or nature in law or otherwise arising out of or in connection with this agreement.

**15.3** If a party breaches this agreement, then the other party may terminate this agreement, at their option and without prejudice to any of its other legal or equitable rights, by giving the party who committed the breach seven days' notice in writing, specifying the breach. Notwithstanding, if a conflict of interest is discovered, Vital Strategies may immediately terminate this agreement consistent with Section 18.

**15.4** If a party becomes insolvent or suspends its operations or files a voluntary petition or answer admitting to the jurisdiction of a court as to the material allegations of insolvency, or makes an assignment for the benefit of creditors, then the other party may immediately terminate this agreement by giving written notice of termination to the other party or its receiver.

**15.5** Upon termination of this agreement, the Subgrantee shall be paid for all work completed through the date of termination in accordance with this agreement, including reasonable and documented non-cancelable commitments, for no longer than 30 days following the date of termination. The Subgrantee shall refund to Vital Strategies any prepaid amounts for deliverables that remain uncompleted or funds not dispersed prior to the date of termination, after which, Vital Strategies shall cease to have any obligation to make any payment to the Subgrantee in respect of the costs incurred by the Subgrantee after the date of termination. Any debt due to Vital Strategies shall be transferred by the Subgrantee within 30 days of the termination date unless otherwise agreed to in writing.

**16. NO AGENCY OR JOINT VENTURE:** The parties are independent, and this agreement shall not be construed to impose an agency relationship, employment relationship, or joint venture between the parties.

**17. CONFLICT OF INTEREST:** The Subgrantee confirm that, to the best of their knowledge, they have no current conflict of interest which would affect its work or the Grant Funds under this agreement. The Subgrantee shall notify Vital Strategies immediately upon discovery of a conflict of interest.

**18. CONFIDENTIALITY:** The Subgrantee shall treat as confidential, for this agreement period and thereafter, any non-public information to which the Subgrantee becomes privy as a result of acting under this agreement (that information, the "**Confidential Information**"). The Subgrantee shall not disclose any Confidential Information to any other person or party which is not participating in this agreement. The Subgrantee shall keep the Confidential Information secure using reasonably accepted methods of security and protection based on the form of the information. This Section shall survive termination of this agreement.

**19. NON-EXCLUSIVITY:** Vital Strategies and the Subgrantee do not have an exclusive relationship. Vital Strategies do not have an exclusive relationship. Vital Strategies shall be free to select other parties to provide subgrants to under this project. The Subgrantee also retain the ability to conduct work on behalf of and receive grants from other parties subject to the limitations set out in Section 23.



- 20. ENTIRE AGREEMENT:** This agreement constitutes the entire understanding between the parties with respect to the subject matter of this agreement and supersedes all other agreements, whether written or oral, between the parties.
- 21. FORCE MAJEURE:**
- 21.1** If any party hereto is prevented or delayed from performing its obligations under this agreement as a result of an overwhelming event caused by forces of nature or acts of people which cannot be anticipated or controlled (such event or act, a “**Force Majeure**”), such prevention or delay shall not be considered as a breach of this agreement and that party shall be relieved from its obligations for the duration of such Force Majeure, provided however that there is a direct relation between such prevention or delay and the Force Majeure.
- 21.2** In the event of Force Majeure, the parties shall do their utmost to remedy the situation as quickly as possible. If the proper execution of the Scope of Work and this agreement is prevented or delayed due to Force Majeure beyond 30 days, either party shall be entitled to terminate this agreement with five days’ notice.
- 22. TOBACCO AFFILIATION:** The Subgrantee, in the past five years, have not had any business relationship with or knowingly received payment or other support from any tobacco product manufacturer or wholesaler, or from any e-cigarette or vaping manufacturer or wholesaler (“**These Industries**”), or any parent, affiliate, subsidiary, organization, or foundation with majority support from These Industries, or any person, interest group, advocacy organization, or other business or organization (other than a law firm or accounting firm) that represents the interests of These Industries (collectively, “**These Affiliates**”). The Subgrantee currently do not accept and shall not accept financial or other support from These Industries or These Affiliates until at least one year after the end of this agreement. Failure to comply with this clause may constitute grounds for termination of this agreement and Vital Strategies shall have the right to demand and receive a return of all funds under this agreement, plus interest, as liquidated damages, other provisions of this agreement notwithstanding.
- 23. HARASSMENT:** Vital Strategies does not tolerate harassment of any kind by its workforce or those it works with. The Subgrantee have an anti-harassment policy in place or agree to abide by the provisions of Vital Strategies’ harassment policies, which can be provided by the Contract Manager.
- 24. AMENDMENT, MODIFICATION, WAIVER:** This agreement may only be amended or supplemented by an agreement in writing signed by the parties. No waiver by any party of any of the provisions of this agreement shall be effective unless set forth in writing and signed by the party so waiving. No waiver shall operate or be construed as relieving the other party of any of its obligations under this agreement unless expressly stated. Not exercising a right under this agreement or only partially exercising a right under this agreement shall not be construed as a waiver of that right.
- 25. GOVERNING LAW, JURISDICTION, VENUE:** This agreement shall be governed by, interpreted, and construed in accordance with the laws of the State of New York without regard to its conflicts of law principles. The parties’ consent to the exclusive jurisdiction and venue in the state and federal courts in the State of New York, New York City, for the purpose of any legal proceeding relating to or arising under this agreement. Prior to any legal proceeding, the parties agree to attempt amicable settlement of any dispute through a meeting between officers or other authorized representatives of each party.



- 26. COMPLIANCE:** The Subgrantee will not enter into transactions with or provide any support to any individuals, entities, or groups subject to U.S. Treasury Office of Foreign Asset Control (“**OFAC**”) sanctions. The Subgrantee will comply with the Foreign Corrupt Practices Act of 1977, as amended (“**FCPA**”) and all applicable international and local country anti-bribery and anti-corruption laws. The Subgrantee will not pay any Grant Funds to, or on behalf of, any U.S. government official.
- 27. LOBBYING:** The Subgrantee shall not engage in political campaigning or lobbying, as defined in Section 4911 of the Code, under this agreement.
- 28. ASSESSMENT AND MONITORING:** The Subgrantee agree to provide information requested by Vital Strategies as part of its assessment and monitoring of the requirements of this agreement. Any unreasonable withholding of information or falsification of information shall be considered a breach of this agreement.
- 29. PUBLICITY AND ANNOUNCEMENTS:** Each party agrees not to use the other party’s name or other marks in any advertising or other form of publicity without the other party’s prior written consent.
- 30. ETHICAL CONDUCT:** Vital Strategies is committed to conducting itself according to the highest standards of ethical conduct and seeks to avoid even the appearance of impropriety in its actions. The Subgrantee are encouraged to report any concerns about Vital Strategies or any member of its staff to Vital Strategies through any mechanism covered in this agreement or by using the Vital Reporting Line accessible via [vitalstrategies.org](http://vitalstrategies.org).



The parties are signing this agreement on the date set forth in the introductory clause

**MEXICO CITY GOVERNMENT**

DocuSigned by:

*Ernesto Alvarado Ruiz*

5C6632869CC34B9...

Ernesto Alvarado Ruiz  
Executive Director of International Cooperation

**VITAL STRATEGIES, INC.**

DocuSigned by:

*Sandra Mullin*

425D98BEFD5B4AC...

Sandra Mullin  
Senior VP – Policy, Advocacy and Communication





## **Annex A**

### General Description of Project

Bloomberg Philanthropies, in partnership with Vital Strategies and the World Health Organization, is supporting a Coronavirus Global Response Initiative that supports immediate action to prevent or slow the spread of COVID-19 in vulnerable low- and middle-income countries. Within this initiative, strategic communication will be used to support implementation of public health social measures, as determined by the stage of the pandemic and government in Mexico.

Mexico City is the largest megapolis of the country, it concentrates the main economic, social, financial, politic, touristic, and cultural activities. Its transport public system itself exceeds 7 million daily rides.

Currently Mexico City registers more than a third of the total confirmed Covid-19 cases of the country and its health system has supported the needs of care for the patients with SARSCoV-2 without been surpassed at any moment. This situation was accomplished with the great commitment and high sense of responsibility of its inhabitants, residents, and visitors, which was appealed thanks to the observation of the “National Period of Healthy Distance” and the enormous sacrifice that this implied. These measures have allowed that the epidemic extend only to a fourth part of what it could have been without the adequate interventions. The dates to return to a new normality are close and they should be adjusted to order criteria, discipline and conviction for which is fundamental to reinforce the social communication strategies through radio stations spots with high levels of audience which will allow to comprehend properly the meaning of the measures and to continue with the adequate attitude to confront the aftermath of the epidemic.

#### **Objectives**

Intervene in the hiring of a radio campaign with a duration of a 4 days through 5 radio stations with higher or larger audiences until 68 impacts are reached with the same spot, on an average of 17 per day which will allow a penetration of 2 million persons per day.



## **Annex B**

### Workplan/Scope of Work

**Project:** Global COVID-19 Pandemic

**Funder:** Bloomberg Philanthropies

**Subgrantees:** Mexico City Government

**Activity Dates:** July 6, 2020 to July 31, 2020

#### **Project Overview:**

##### **Scope**

Radio allows the sensation of personal touch and imagination expansion. According to the National Survey of Audiovisual Contents Consumption by the Federal Institute of Telecommunications, 62% of the households have a radio receiver. The socio-economic status is middle-low, between 18 and 45 years old, 55% men and 45% women. According to the Internet Mexican Association the average time Mexicans listen radio without a web connection is of 2 hours and 50 minutes, 13 minutes lower than the average that watches open TV.

The CAMPAIGN “Keep Saving Lives” will be strategically reinforced at key moments of the epidemic: the deconfinement and return to the new normality. The Coordination with the support of commercial radio stations of high or larger audiences will continue making callings to the population to act with order and social discipline in order to avoid a new uncontrolled epidemic outbreak.

##### **Deliverables**

- Report of identification of 7 radio stations and times with the highest or largest level of audiences that can guarantee a total coverage and penetration for an estimate of 2 million people per day (July 6 to July 10<sup>nd</sup>)
- Pre-production, production and post-production of the radio spot which consider the functions of: 1 scriptwriter, 1 literary editor, 1 radio editor, 1 general producer, 1 production assistant, 1, 2 or 3 speakers (depending of the script), 1 designer and acquisition of musical or sound rights that will be used on air (July 6<sup>th</sup> to July 10<sup>th</sup>)
- Hiring of the advertisement broadcast per station and/or radio program with preferential costs for Mexico City Government that allow to optimize the use of the available funds and be able to reach the level of desire coverage (July 6<sup>th</sup> to July 10<sup>th</sup>)
- Reports of air emissions of a total of 68 impacts of 30 seconds each over 4 days of a same week in different hours and different audiences (July 13<sup>st</sup> to 16<sup>th</sup> or when the resources are available to be compromised)
- Certificate report of radio audiences (IBOPE, mediakits or similar) for the days, programs, hours, and impacts hired and disseminated.

##### **Monitoring and Evaluation**

How will you know whether or not the project is on track and deliverables are met? Identify process indicators such as number of materials, spots aired, meetings held, tweets sent and any data sources. Maximum 150 words

An agreement will be signed with the radio stations according to the following guideline and will be monitored. The audience level has been properly confirmed:



COMPANY	IDENTIFICATION	PROGRAM	FRECUENCY	HOURS	TOTAL SPOTS 30"
GRC	ALFA RADIO	Alfa Radio Programación Gral.	91.3 FM	TBD	4
NRM	OYE	Oye	89.7 FM	TBD	3
NRM	BEAT	Beat	100.9 FM	TBD	3
GRUPO ACIR	Amor 95.3	Amor 95.3	95.3 FM	06:00 a 11:00	2
GRUPO ACIR	Amor 95.3	Amor 95.3	95.3 FM	11:00 a 20:00	3
GRUPO ACIR	Match 99.3	Match 99.3	99.3 FM	05:00 a 11:00	1
GRUPO ACIR	Match 99.3	Match 99.3	99.3 FM	11:00 a 20:00	3
GRUPO ACIR	Mix 106.5	Mix 106.5	106.5 FM	06:00 a 10:00	2
GRUPO ACIR	Mix 106.5	Mix 106.5	106.5 FM	10:00 a 20:00	3
TELEVISA RADIO	KE BUENA	El Show de Chato y Cheto	92.9 FM	14:00 a 16:00	3
TELEVISA RADIO	KE BUENA	El Pandashow	92.9 FM	21:00 a 22:00	3
TELEVISA RADIO	KE BUENA	Los hijos de la mañana	92.9 FM	08:00 a 11:00	3
TELEVISA RADIO	LOS 40 PRINCIPALES	La Corneta	101.7 FM	13:00 a 15:00	3
TELEVISA RADIO	LOS 40 PRINCIPALES	Ya párate	101.7 FM	08:00 a 11:00	3
MVS RADIO	MVS RADIO	Morning Show	104.9 FM	06:00 a 10:00	9
MVS RADIO	MVS RADIO	Yordi Rosado	104.9 FM	10:00 a 13:00	8
MVS RADIO	MVS RADIO	GENERAL PROGRAMMING	104.9 FM	13:00 a 20:00	12
TOTAL IMPACTS TO HIRE					68

### In-Country Partners

List which in-country partners the grantee will coordinated with for this work and what their role will be in this project. For example, message development, public relations or disseminating materials.

There are three strategic allies to Mexico City Government for this proposal, the Federal Government with which the local government coordinates and aligns the content of the messages based on the national strategy defined by the highest health authorities of the Mexican Republic, on the other hand the private sector in particular the concession companies of radio stations that are in conditions to support the emission of the spots at the high audience stations with preferred rates; and in third place but not least important the CDMX – GLOBAL Trust located



in the Finance Institution BANORTE which allows to handle in a agile, transparent and completely auditable the international funds that the Mexico City Government administers.

**Annex C**  
Staff List

The following Vital Strategies and Subgrantee staff and consultants identified are as follows:

**Vital Strategies:**

- Stephan Hamill – VP, Policy, Advocacy and Communication
- Benjamin Gonzalez Rubio - Communications Manager, Mexico
- Kristi Saporito – Communication Manager
- Edward Mouradian – Communication Manager

**Mexico City Government:**

- Diana Alarcón González, General Coordinator of Advisers and International Affairs
- Ernesto Alvarado Ruiz, Executive Director of International Cooperation of the General Coordination of Advisers and International Affairs
- Israel Bahena Barbosa, Executive Director of Communication Strategy of the General Coordination of Citizen Communication
- Angélica Mireya Montes Díaz, Administrative Manager of the General Coordination of Advisers and International Affairs



**Annex D**  
Budget

The maximum payment amount of the contract shall be U.S. **U.S. \$19,999.99** (“Grant Funds”)

<b>TYPE OF SUPPORT</b>	<b>DESCRIPTION/EXAMPLES OF APPROPRIATE MATERIALS</b>	<b>COST (USD)</b>
<b>Risk communication office</b>	General Coordination of Citizenship Communication of the Mexico City Government Office	Large operative structure, covered with public budget regulated by terms.
<b>Materials design and production</b>	This area works permanently and has been responsible of coordinate and authorize the extensive coverage of social communication during the Covid-19 epidemic in the metropolitan zone of the Valley of Mexico which includes T.V. and radio spots, interviews, media and social media, printed materials and static advertisement of massive impacts.	N/A
<b>Media airtime</b>	Hire the radio broadcasting with a duration of four strategic days, trough 14 programs of high audience that belong to five radio stations that will transmit 68 impacts on an average of 17 per day to reach 2 approximately 2 million people per day	19,025.24USD
<b>Printing</b>	Not applicable	N/A
<b>Translation</b>	Not applicable	N/A
<b>Other key personnel</b>	Not applicable	N/A
<b>Community engagement</b>	Not applicable	N/A
<b>Media relations</b>	Radio broadcast hired with 7 radio stations companies of the highest audience.	Same as above
<b>Overhead/ Indirect costs</b>	Specific account management fee for the funds in the CDMX- GLOBAL Trust.	974.75USD
<b>Total funding requested (USD)</b>		<b>19,999.99USD</b>



**Annex E**  
Payment Schedule

In consideration for the work to be performed by the Subgrantee in fulfillment of the obligations described in Section 3 and Annex B, Vital Strategies shall pay the Subgrantee:

<b>Accomplished Deliverable</b>	<b>Payment Amount</b>
Signature of contract	\$9,999.99
Completion of deliverables in Section 3 and Annex B	\$9,999.99

1. The total maximum amount of the agreement shall not exceed **U.S. \$19,999.99** (the total of all payments listed above).
2. No payment shall be made without delivery of a signed invoice and approval by the Contract Manager.
3. Any gain or loss related to exchange rate fluctuation shall be borne by the Subgrantee. All bank fees shall be borne by the Subgrantee.
4. Reasonable estimated expenses related to the performance of this agreement must be included in Annex D to be eligible for reimbursement by Vital Strategies. Expenses shall only be eligible for reimbursement upon approval by the Contract Manager prior to the expense being incurred and submission of an invoice after the expense is incurred. All other work fees and expenses, including those for travel and assignments, shall be borne by the Subgrantee.



**Annex F**  
Reporting Schedule

Sub-grantees are required to submit program reports per the following reporting schedule. Vital Strategies will provide reporting template. (Annex F)

<b>Reporting</b>	<b>Frequency</b>	<b>Date</b>
Brief Progress Update	Weekly	To commence once agreement is finalized
Financial report	Once	Within 30 days of grant end
Annual report (Programmatic)	Once	Within 60 days of grant end



**Annex G**  
Reporting Schedule  
**Weekly Report**

Bi-weekly reports, intended to be brief progress updates, are due on the second Friday of every month.

**I. Submission Instructions**

- 1-3 bullets describing implementation progress, including key activities updates/achievements and any challenges
- Please send report to: Kristi Saporito ([ksaporito@vitalstrategies.org](mailto:ksaporito@vitalstrategies.org)) and Eddie Mouradian ([emouradian.ic@vitalstrategies.org](mailto:emouradian.ic@vitalstrategies.org))

**II. Headlines**

Weekly highlights: accomplishments/notable activities

**III. Upcoming Activities**

- Planned and projected activities for the next week
- *Examples: major meetings planned, trainings/workshops, campaigns, policies proposed, etc.*





## **Annex H** Reporting Schedule

### **Final Report Guidelines**

Your annual report should include the following:

- **Report title page** including:
  - Grantee name
  - Grant project title
  - Grant amount (USD)
  - Grant start and end date
  - Report submission date
  - Point of contact for report inquiries (name, title, email)
- **Report narrative** (no more than 6 pages in length; please use 12-point font, single line spacing)
- **Financial report**
- **Annexes** (include list of publications, materials, and photos)

### **Submitting your report**

Please submit all report components (per above) via email to your Vital Strategies Program Officer (Kristi Saporito) and Contract Manager (Stephan Hamill). Please note that delays submitting your report may result in delays in further disbursements and/or contracting. If you are unable to submit on time, please notify your Program Officer.



## Annex I

REP	IDENTIFICACIÓN	PROGRAMA	FRECUENCIA	HORARIO	TARIFA REAL SPOT 30"	TOTAL SPOTS 30"	COSTO TOTAL	TOTAL CON IVA
-----	----------------	----------	------------	---------	-------------------------	--------------------	-------------	---------------

GRC	ALFA RADIO	Alfa Radio Programación Gral.	91.3 FM		\$489.01	4	\$1,956.04	\$2,269.01
								\$2,269.01

NRM	OYE	Oye	89.7 FM		\$310.83	3	\$932.49	\$1,081.69
NRM	BEAT	Beat	100.9 FM		\$310.83	3	\$932.49	\$1,081.69
								\$2,163.38

GRUPO ACIR	Amor 95.3	Amor 95.3	95.3 FM	06:00 a 11:00	\$286.75	2	\$573.50	\$665.26
GRUPO ACIR	Amor 95.3	Amor 95.3	95.3 FM	11:00 a 20:00	\$239.78	3	\$719.34	\$834.43
GRUPO ACIR	Match 99.3	Match 99.3	99.3 FM	05:00 a 11:00	\$286.75	1	\$286.75	\$332.63
GRUPO ACIR	Match 99.3	Match 99.3	99.3 FM	11:00 a 20:00	\$239.78	3	\$719.34	\$834.43
GRUPO ACIR	Mix 106.5	Mix 106.5	106.5 FM	06:00 a 10:00	\$286.75	2	\$573.50	\$665.26
GRUPO ACIR	Mix 106.5	Mix 106.5	106.5 FM	10:00 a 20:00	\$239.78	3	\$719.34	\$834.43
								\$4,166.45

TELEVISIA RADIO	KE BUENA	El Show de Chato y Cheto	92.9 FM	14:00 a 16:00	\$235.48	3	\$706.44	\$819.47
TELEVISIA RADIO	KE BUENA	El Pandashow	92.9 FM	21:00 a 22:00	\$270.79	3	\$812.37	\$942.35
TELEVISIA RADIO	KE BUENA	Los hijos de la mañana	92.9 FM	08:00 a 11:00	\$337.03	3	\$1,011.09	\$1,172.86
TELEVISIA RADIO	LOS 40 PRINCIPALES	La Corneta	101.7 FM	13:00 a 15:00	\$386.26	3	\$1,158.78	\$1,344.18
TELEVISIA RADIO	LOS 40 PRINCIPALES	Ya párate	101.7 FM	08:00 a 11:00	\$386.26	3	\$1,158.78	\$1,344.18
								\$5,623.05

MVS RADIO	MVS RADIO	Morning Show	104.9 FM	06:00 a 10:00	\$159.14	9	\$1,432.26	\$1,661.42
MVS RADIO	MVS RADIO	Yordi Rosado	104.9 FM	10:00 a 13:00	\$159.14	8	\$1,273.12	\$1,476.82
MVS RADIO	MVS RADIO	Programación general	104.9 FM	13:00 a 20:00	\$119.62	12	\$1,435.44	\$1,665.11
								\$4,803.35

68	\$19,025.24
----	-------------

SUBTOTAL	\$16,401.07
IVA	\$2,624.17
TOTAL	\$19,025.24

22.52 PESOS SEGÚN BANXICO, PRECIO DE CAMBIO PARA SOLVENTAR OBLIGACIONES, 2 DE JULIO