

SPONSORSHIP MEDIA KIT 2026

Tunog Kalye Radio Hub

Where Filipino Indie Culture Meets Global Reach.

A comprehensive guide to partnership opportunities with
Surrey's premier independent broadcasting network.

Tunog Kalye Radio

14914 104 Ave, Unit 105, Surrey, BC

hub.tunogkalye.net

admin@tunogkalye.net

CORPORATE-FREE · ARTIST-FIRST · COMMUNITY-POWERED

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The Vision

Tunog Kalye is the premier digital broadcasting network for independent Filipino music. Based in Surrey, BC, we bridge the gap between the heritage of OPM (Original Pilipino Music) and the innovation of the modern indie scene. We are 100% corporate-free, artist-first, and community-powered. Our platform ensures that artists retain full ownership of their music and earnings, while fans gain access to a curated world of Filipino creativity that mainstream streaming platforms often overlook.

While major streaming platforms take significant cuts from artists and bury independent voices under algorithmic playlists, Tunog Kalye takes a fundamentally different approach. Our human-curated broadcasting model means every track that airs on our station has been hand-selected by real DJs and music enthusiasts who understand the culture, the stories, and the passion behind every song. This is not just radio; it is a movement to preserve and elevate Filipino indie music on the global stage.

Operating from our studio at 14914 104 Ave, Unit 105, Surrey, BC, we have transformed from a traditional radio stream into a high-tech, artist-first hub. Our digital ecosystem at hub.tunogkalye.net allows fans to stream on-demand, watch live studio sessions, support artists directly through a zero-commission merch store, and engage with a vibrant community of Filipino music lovers around the world.

Quick Facts

Fact	Detail
Founded	Surrey, BC, Canada
Format	Filipino Indie Music / OPM
Broadcast	24/7 Global Stream
Commission	0% on Artist Merch
Community	Canada, UAE, Philippines
Kanto Fund	90% to Artists

Our Ecosystem

The Tunog Kalye experience is built on three interconnected pillars, each designed to amplify Filipino indie music and create meaningful connections between artists and their audience. Together, these pillars form a comprehensive digital ecosystem that goes far beyond traditional radio.

The Hub

Our high-traffic web platform at hub.tunogkalye.net features a Spotify-style on-demand player, detailed Artist Profiles with streaming metrics, a Community Wall for fan interaction, a full-featured Merch Store with zero commission on artist earnings, and a live notification system. Built with cutting-edge web technology, the Hub delivers a premium digital experience that rivals mainstream streaming platforms while remaining 100% independent and artist-focused.

Live Broadcasts

Synced Facebook and YouTube live streams connect us with dedicated regional listeners across Canada, the UAE, and the Philippines. Our live broadcasts feature behind-the-scenes studio content, exclusive artist interviews, DJ sessions, and real-time community interaction. The Watch Live page on our Hub integrates both platforms into a single, seamless viewing experience with a live chat powered by our KALYE Bot assistant.

The Podcasts

In-depth interviews and industry blueprints for the next generation of creators. Our podcast episodes feature artist stories, production tips, and conversations about the future of OPM. Each episode is designed to provide actionable insights for aspiring musicians while entertaining and informing our dedicated listener base. Podcast sponsorship offers brands a unique opportunity for long-term association with quality content.

Sponsorship Opportunities

We offer three sponsorship tiers designed for businesses of every size, from your neighborhood kanto to global brands. Each tier is structured to deliver measurable value while supporting the Filipino indie music community. Custom packages are available for brands with specific needs.

Tier 1: The "Kanto" Audio Spot

Starting at \$50/month

A 30-second professionally produced audio ad played during peak broadcast hours. This is our entry-level sponsorship tier, designed specifically for local Surrey businesses looking for immediate brand recognition within the Filipino-Canadian community. Your audio spot is crafted by our production team to align with the station's vibe and resonate with our listeners.

Deliverables:

- 30-second audio shout-out during daily broadcast
- Logo placement on Watch Live page sidebar
- Mention on Community Wall

Tier 2: Digital Billboard (Hub Partner)

Starting at \$150/month

Your logo and a call-to-action link featured prominently on our Watch Live page and Community Sidebar. This tier is ideal for e-commerce brands or service providers seeking direct traffic from our highly engaged audience. Beyond the Kanto Spot deliverables, Hub Partners receive a dedicated business tile on the Community Page, monthly analytics reporting, and a social media shout-out across our channels.

Deliverables:

- Everything in The Kanto Spot tier
- Dedicated "Recommended Local Business" tile on Community Page
- Monthly analytics report with engagement metrics
- Social media shout-out on Facebook and YouTube

Tier 3: Podcast "Title" Sponsorship (Blueprint Sponsor)

Custom Pricing

Your brand is mentioned as the "Presenting Partner" at the start and end of our Podcast episodes, with a permanent backlink in the show notes. This tier is designed for long-term brand authority and SEO growth. Blueprint Sponsors receive the deepest integration across all platforms, including a full podcast episode sponsorship, permanent blog backlinks for search authority, custom KALYE Bot integration, and priority placement across the entire Tunog Kalye ecosystem.

Deliverables:

- Everything in The Hub Partner tier
- Full sponsorship of one Podcast Episode
- Permanent SEO-optimized backlink on Blog
- Custom KALYE Bot integration for brand queries
- Priority placement across all platforms

Tier Comparison

Feature	Kanto Spot	Hub Partner	Blueprint Sponsor
Audio Ad (30s)	Yes	Yes	Yes
Live Page Logo	Yes	Yes	Yes
Community Wall	Yes	Yes	Yes
Community Page Tile	No	Yes	Yes
Monthly Analytics	No	Yes	Yes

Social Media Shout-out	No	Yes	Yes
Podcast Episode	No	No	Yes
Blog Backlink (SEO)	No	No	Yes
KALYE Bot Integration	No	No	Yes
Priority Placement	No	No	Yes

Why Partner With Us

Tunog Kalye is not just a radio station; it is a high-tech marketing platform for the Filipino community. When you partner with us, you are investing in authentic cultural connection, not just another advertising slot. Here are three reasons why brands choose Tunog Kalye over traditional advertising channels.

1. Direct Access to the Filipino-Canadian Market

We reach the hard-to-reach Filipino-Canadian demographic through music and culture. Unlike algorithm-driven platforms where your message competes with millions of other advertisers, Tunog Kalye offers a curated, trust-based environment. Our listeners choose to tune in because they love the music and trust the station. When your brand appears on Tunog Kalye, it benefits from that established trust, resulting in higher engagement rates and more meaningful brand recall compared to traditional digital advertising.

2. Social Responsibility and Community Impact

10% of our platform efforts support the Kanto Fund, helping independent artists stay independent. When you partner with Tunog Kalye, your brand is directly contributing to the sustainability of Filipino indie music. This is not a gimmick or a sidebar initiative; the Kanto Fund is built into our operational model. A portion of every merch sale and sponsorship goes directly to funding the artists who make the music that brings our community together. Your customers will see that your brand stands for something beyond profit.

3. Modern SEO and Lasting Digital Authority

We do not just post your logo; we use our SEO tools to ensure your business ranks higher in local search results through our high-authority domain. Permanent backlinks, blog features, and podcast mentions create lasting search authority alongside immediate audience exposure. Unlike social media ads that disappear when the campaign ends, your investment with Tunog Kalye compounds over time as our domain authority grows and your backlinks accumulate.

Our Audience

Tunog Kalye reaches a diverse and highly engaged audience united by a shared love for Filipino music and culture. Our listeners are not passive consumers; they are active community members who participate in our Community Wall, purchase artist merch, attend events, and share our content across their own social networks.

Region	Engagement	Primary Platform
Surrey / Metro Vancouver	High	Radio Stream + Hub
Rest of Canada	Medium-High	Radio Stream + YouTube
United Arab Emirates	Medium	Radio Stream + Facebook
Philippines	Medium	YouTube + Spotify
Global Diaspora	Growing	Hub + Podcasts

Our audience skews towards the 18-45 demographic, with strong engagement from both first-generation Filipino-Canadians and the broader community of OPM enthusiasts. The shared cultural connection creates a level of loyalty and engagement that is difficult to achieve through traditional advertising channels.

The Kanto Fund

The Kanto Fund is our transparent revenue-sharing model that sets Tunog Kalye apart from every other platform in the industry. Named after the Filipino word for "street corner," the Kanto Fund represents our commitment to keeping the music on the streets and in the hands of the artists who create it.

Here is how it works: 10% of all merch sales through our platform is pooled into the Kanto Fund quarterly. This fund is then distributed to top-performing artists based on airplay metrics, stream activity, and community engagement. The remaining 90% goes directly to the artists, with zero commission taken by Tunog Kalye. This model ensures that artists are not just heard but financially supported by the very platform that amplifies their music.

For sponsors, the Kanto Fund represents a powerful narrative. When you partner with Tunog Kalye, you are not just buying ad space; you are contributing to a self-sustaining ecosystem that empowers independent Filipino artists to continue creating the music that defines our culture.

Press Highlights

Tunog Kalye has been recognized by local and international media as an innovator in the independent broadcasting space. Below are highlights from recent press coverage that demonstrate our credibility and reach as a media partner.

"How a Surrey-based hub is revolutionizing indie music payouts." -- Surrey Now-Leader
"The Filipino-Canadian voices bringing OPM to the digital age." -- CBC News

"Tunog Kalye: The blueprint for the future of independent radio." -- OPM News

Get in Touch

Ready to reach our audience? Whether you are a local Surrey business looking for immediate brand recognition or a global brand seeking meaningful cultural connection, we have a partnership tier that fits your goals and budget. Our team typically responds within 24 hours.

Channel	Details
Email	admin@tunogkalye.net
Website	hub.tunogkalye.net
Live Chat	hub.tunogkalye.net/live
Sponsorship Page	hub.tunogkalye.net/sponsor
Press Kit	hub.tunogkalye.net/press
Studio Address	14914 104 Ave, Unit 105, Surrey, BC

Standard Boilerplate: Tunog Kalye Radio is a Filipino indie music radio station broadcasting 24/7 from Surrey, BC, Canada. Dedicated to human-curated discovery and artist empowerment, Tunog Kalye serves as a global home for independent OPM (Original Pilipino Music). The station operates a zero-commission merch store, the Kanto Fund community revenue-sharing initiative, and a comprehensive digital ecosystem at hub.tunogkalye.net. Tunog Kalye is 100% corporate-free, artist-first, and community-powered.