



Real Lives.
Real Stories.
Everyday Heroes.

ON PATROL: LIVE

300TH EPISODE

October 11th, 2025

Sponsorship Opportunities



WHY REELZ?

IMPACTFUL FIRST RESPONDER HERO PROGRAMMING

REELZ Delivers High Stakes Stories Through the Lens of First Responders and Everyday Heroes



REELZ DOMINATES THE WEEKEND WITH A HIGHLY VALUABLE AUDIENCE

+134% Growth Over
3 Years

#1 Cable Network on Friday & Saturday Nights
Across Key A/M/W Demos

7.3B Social Media & Digital Views In 2024 with
Loyal, Passionate & Engaged Fans



ON PATROL: LIVE

45 Weeks a Year. 360 LIVE Hours. 300 EPISODES!

Since 2022, On Patrol: Live has been delivering viewers an authentic, real-time look at first responders in action. Unlike other police-based reality shows, OPL is broadcast live, making each episode unpredictable, packed with excitement and delivering real time engagement.

8 LIVE HOURS EVERY WEEKEND

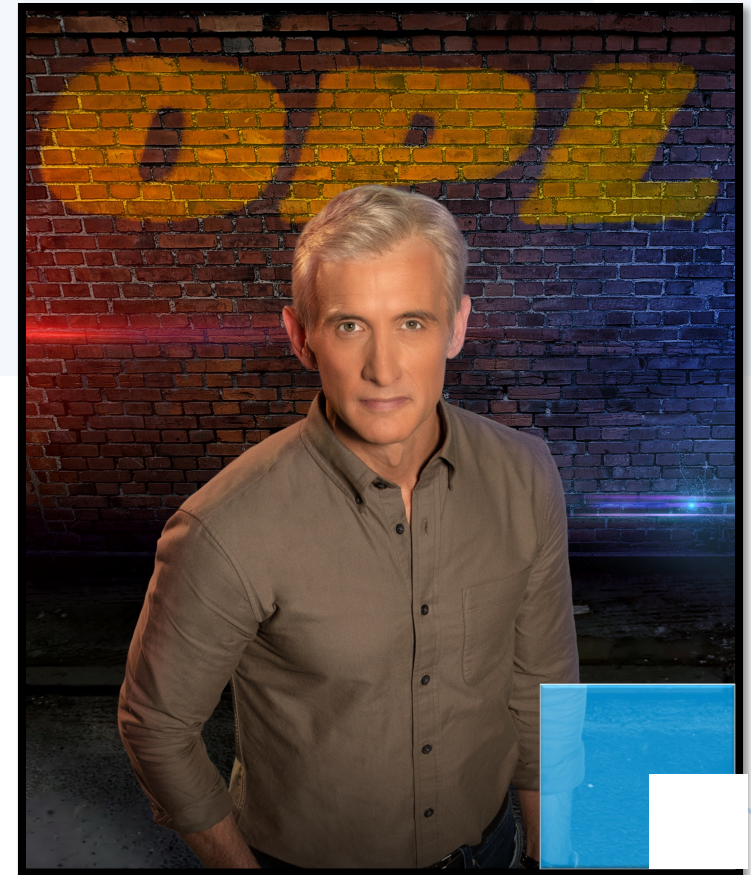
The series has built a strong and engaged audience, growing its viewership season over season. Its live format and high-stakes situations keep fans coming back for more, providing a reliable platform to reach a dedicated audience in an otherwise cluttered marketplace

#1 NETWORK FRIDAY AND SATURDAY NIGHTS IN ALL KEY DEMOS

On Patrol: Live attracts a diverse range of viewers. Its strong appeal spans multiple age groups, making it an ideal show for advertisers seeking to reach broad demographic segments.

DELIIVERING 7.3 SOCIAL AND DIGITAL IMPRESSIONS

Engaged Social Media Following: On Patrol: Live has built a loyal and active online fanbase, engaging with viewers across platforms like Twitter, Instagram, and Facebook. The show's real-time nature creates high levels of interaction, with fans sharing their thoughts, reactions, and even live-tweeting during broadcasts.



**ON PATROL
LIVE**

ON PATROL: LIVE – Stellar, Accomplished Hosts

Combined legal insight, real-world law enforcement expertise, and on-the-ground experience, these three hosts team up each week to provide an unparalleled look at police work and justice on On Patrol: Live.

- **Dan Abrams** is an accomplished media entrepreneur, television host, and author, currently hosting On Patrol: Live on Reelz. Additionally, he hosts The Dan Abrams Show: Where Politics Meets The Law on SiriusXM's P.O.T.U.S. channel and serves as Chief Legal Analyst for ABC News. Known for his insightful legal analysis and dynamic presence, Dan brings a unique perspective to law enforcement coverage, combining his deep knowledge of the legal system with a passion for justice.
- **Captain Tom Rizzo** a 20-year law enforcement veteran with the Howell Township Police Department in New Jersey, brings his expertise to On Patrol: Live as a full-time analyst. This April, Captain Rizzo will be inducted into the National Law Enforcement Officer Hall of Fame, receiving its 2025 Founders Award. His deep-rooted experience in policing and commitment to public safety offer viewers a front-row seat to the complexities of modern law enforcement.
- **Deputy Sheriff Curtis Wilson** With a distinguished career in law enforcement, Deputy Wilson serves as Division Commander at the Richland County Sheriff's Department in Columbia, SC. Curtis is also a news anchor for Good Morning Columbia and a midday radio personality for The Big DM. As an analyst on On Patrol: Live, he provides expert commentary on how law enforcement responds to real-life situations, drawing from his extensive experience in the field.



Left to right: Curtis Wilson (L) , Dan Abram (Cntr), Tom Rizzo (R)

ON PATROL
LIVE

SPONSORSHIP PACKAGES – 300th EPISODE

October 11th

PRESENTING SPONSORSHIP (1 Avail)

OPL October 11th Premiere

- (15) Tagged Tune-Ins Drive to the premiere (ROS)
 - Runs October 6 - 11th
- 2x Billboards per night (4 total)
- Sponsorship of In-Show Segment w/ Lower Third
 - (1x) BOLO or Triple Play

Sponsorship Scales across Digital and Social

- Social Media Wall with Custom Unit
- eNewsletter sponsorship with logo ID
- Sponsored Social Posts with branding:
 - X | Facebook | Instagram

Presenting Sponsor of (1) Commercial Free Hour

- Host Verbal Introduction “The next hour is commercial free presented by Brand” with logo & lower third graphic
- Host Verbal Close “This hour of commercial free was presented by Brand”
 - Includes logo & lower third graphic
- 1x :10 Intro Billboard with commercial adjacency (:30 or :60)
- 1x :10 Exit Billboard with commercial adjacency (:30 or :60)
- Presented by Lower third logo ID – 1x in each half hour (2x total)

SPONSORSHIP PACKAGES – 300th EPISODE

October 11th

PARTICIPATING SPONSORSHIP (2 Avails)

- (10) Tagged Tune-Ins Drive to the premiere (ROS)
 - Runs October 6th – 11th
- 1x Billboards per night (2 total)



**ON PATROL
LIVE**

ON PATROL: LIVE – Commercial Free Hour

Enhance viewers engagement in *On Patrol: Live* by serving up one hour of the 300th episode, **commercial free!** As the sponsor of this uninterrupted viewing experience, your brand receives:

- **Host Verbal Introduction** “The next hour is commercial free presented by **Brand**” with logo & lower third graphic
- **Host Verbal Close** “This hour of commercial free was presented by **Brand**”
 - Includes logo & lower third graphic
- 1x :10 Intro Billboard with commercial adjacency (:30 or :60)
- 1x :10 Exit Billboard with commercial adjacency (:30 or :60)
- Presented by Lower third logo ID – 1x in each half hour (2x total)



PRESS PLAY



ON PATROL: LIVE – Segment Sponsorships



Triple Play is a fan favorite franchise airing in the Friday and Saturday broadcast. In three separate segments, hosts set the scene and take viewers out into the field, showcasing real moments that police and viewers have captured, as they witness first responders in action in their communities.



Participate in the action by sponsoring **Be On The Lookout (BOLO)** – a franchise segment that calls on the community to help first responders resolve active cases.

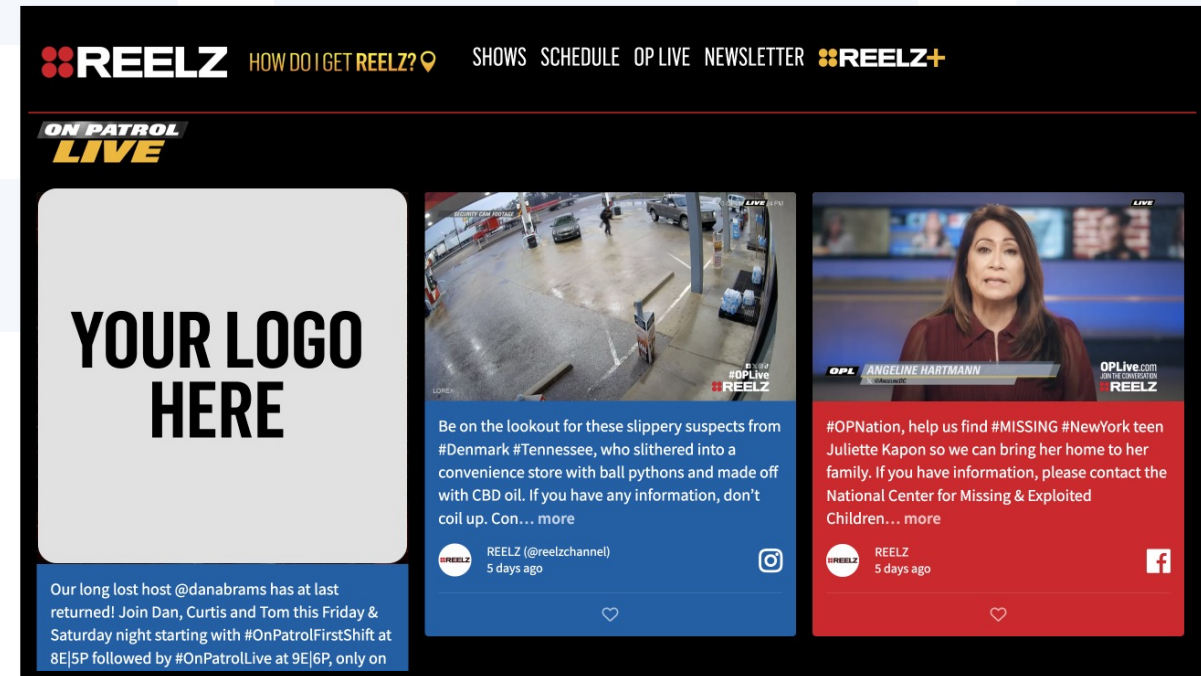
ON PATROL: LIVE – Join The Conversation

Investing in On Patrol Live means joining a powerful, real-time conversation that amplifies your brand's presence and drives deeper audience engagement.

Exclusive sponsorship elements, puts your brand front and center in the conversation, engaging directly with audiences during the broadcast and across multiple platforms.

From customized “Presented by” messaging on the series page and homepage to targeted social media posts and a dedicated eNewsletter, your brand enjoys premium visibility and direct connection to thousands of recipients.

Our digital and social campaigns work in tandem with the live broadcast, ensuring your brand's message reaches viewers in a natural and organic way.



Social Media Wall



YOU'RE IN GOOD COMPANY WITH ON PATROL: LIVE



Unilever

T Mobile

CHASE

Walgreens

STELLANTIS

SUBWAY

United
Healthcare

IKEA

MARS

SKECHERS

NBC

D&G
DOCE, GARBANA

P&G

Nº7

PROGRESSIVE

FOX

Booking.com

AstraZeneca

Applebee's
GRILL + BAR

BURGER
KING

GHIRARDELLI

Sandals

GSK

Domino's

Otsuka

MERCK

CHURCH & DWIGHT
CO., INC.

Pfizer

NEUROCRINE
BIOSCIENCES

LONG JOHN
SILVER'S

Abbott

golden
corral

DRAFT
KINGS

Nature Made

MARCO'S
PIZZA

novo nordisk

BAYER

FANDUEL

BLOOMIN'
BRANDS

Liberty
Mutual
INSURANCE

APPENDIX

ON PATROL: LIVE

Triple Play Segment Integration

Triple Play is a fan favorite franchise that airs over the Friday and Saturday broadcasts.

In three separate segments, studio hosts set the scene and take viewers out into the field, showcasing real life moments that police departments and viewers have captured, witnessing law enforcement in action in their communities.

- In 1 of 3 segments, Sponsor can be featured, via an **in-show host verbal mention** leading into a pre-produced video package (see example on the following slide)
- Sponsor elements include:
 - 1x In-show host verbal mention of Sponsor
 - 1x Sponsor logo in Lower Third
 - 1x :05 billboard with commercial adjacency following the sponsored segment
 - 10x :15/:05 tagged tune-ins with commercial adjacency
 - Video segment in-show featuring advertiser (footage to be provided by the advertiser)

IN-SHOW SEGMENT EXAMPLES



EXAMPLE - Triple Play Video Segment

PRESS PLAY



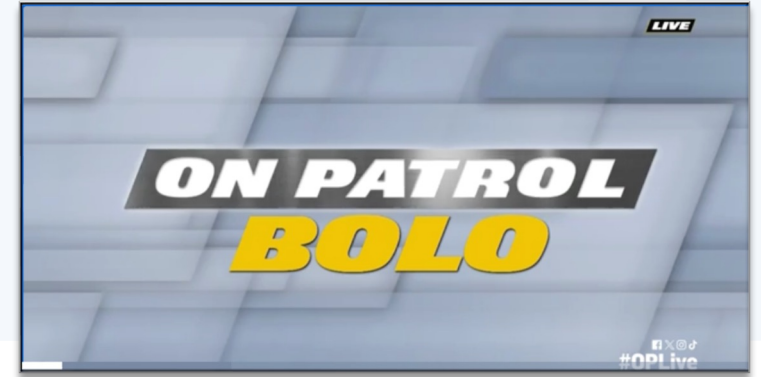
EXAMPLE - Lower Third Graphic

ON PATROL: LIVE Be On The Lookout (BOLO)

Be On The Lookout (BOLO) – a franchise segment that calls on the community to help first responders resolve active cases.

SPONSORSHIP ELEMENTS:

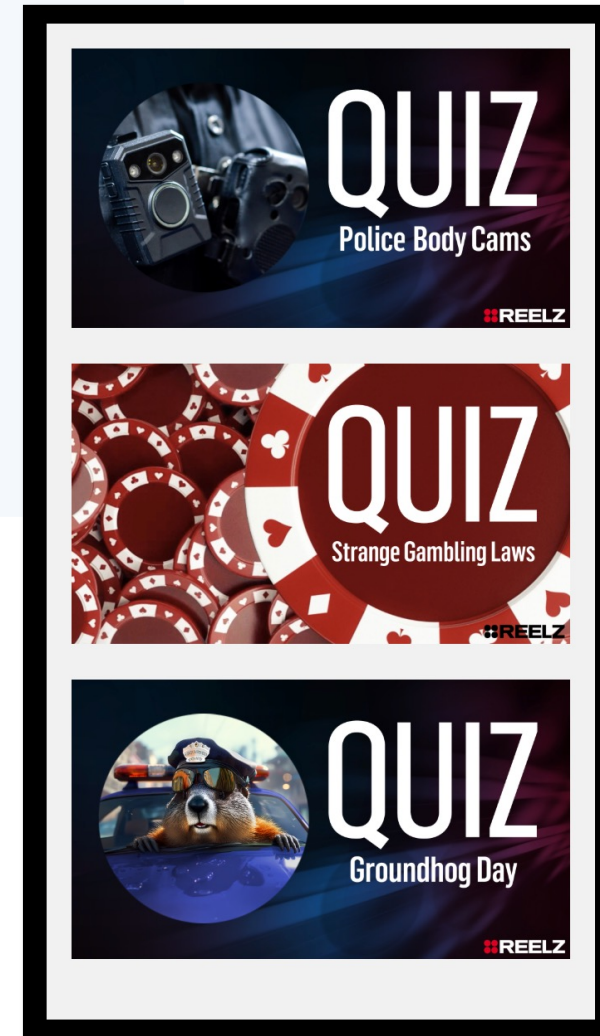
- 1x In-show host verbal mention of Sponsor
- 1x Sponsor logo in Lower Third
- 1x :05 billboard with commercial adjacency following the sponsored segment
- 10x :15/:05 tagged tune-ins with commercial adjacency (within purchased dayparts) driving to the sponsored episode



ON PATROL: LIVE

Digital & Social Media Extensions

- Reelz.com homepage custom box with reciprocal link
- Social Media Wall with Sponsor messaging
 - Can include QR code
- Quiz sponsorship opportunities
- eNewsletter “Presented by” messaging with Sponsor logo ID
 - Reaches an estimated 136,000 recipients
- Sponsored Social Posts
 - Facebook | X | Instagram
- Digital & Social campaign compliments linear flight



Sponsorable Quizzes on Reelz.com