

# REELZ

REAL LIVES

REAL STORIES

REAL HEROES

## **ON PATROL** / **LIVE**

Premieres Live On November 21<sup>st</sup>, 2026  
Partnership Opportunities



Celebrate a major milestone with REELZ as *On Patrol: Live* marches toward its 400th live episode, a landmark moment for one of television's most loyal, engaged live audiences. This special three-hour event puts viewers in the front seat alongside officers and sheriff's deputies across the country, with hosts Dan Abrams, Deputy Sheriff Curtis Wilson, Captain Tom Rizzo and Sean "Sticks" Larkin delivering real-time insight, context, and commentary from the studio.

As communities take part in live ride-alongs, our partners have a rare opportunity to align with authentic, high-stakes storytelling that feels immediate, unscripted, and deeply resonant. Partnering on the 400th episode lets you own a premium, can't-miss night that fans will be talking about long after the shift ends.



# **ON PATROL / LIVE**



**45 WEEKS A YEAR...360 LIVE HOURS. 400 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.

**IMPACT BEYOND THE SCREEN...500M+ ORGANIC VIEWS IN 2025 ALONE!**

Our community continues the conversation across all social media platforms. That always-on engagement extends your message beyond the screen and into daily conversations, keeping your brand top of mind around the clock. Our stories of heroes allow for emotional engagement and true connection with your target audiences.

# STELLAR, ACCOMPLISHED HOSTS

*On Patrol: Live* brings together a powerhouse hosting team blending legal expertise, real-world policing experience, and on-the-ground insight to bring viewers closer to one of the TV's most engaged live audiences.

## Dan Abrams

*Legal Authority. Media Powerhouse.*

- Dan Abrams is an accomplished media entrepreneur, television host, and bestselling author who leads *On Patrol: Live* with sharp legal insight and a trusted on-air presence. He also hosts *The Dan Abrams Show: Where Politics Meets The Law* on SiriusXM and serves as Chief Legal Analyst for ABC News. Dan's deep understanding of the justice system and reputation as a credible, recognizable voice make him a powerful asset for brands looking to align with authoritative, real-world storytelling.



## Captain Tom Rizzo

*Respected Leader. Front-Line Expertise.*

- Captain Tom Rizzo is a 20-year law enforcement veteran with the Howell Township Police Department in New Jersey and a full-time analyst on *On Patrol: Live*. In April 2025, he was inducted into the National Law Enforcement Officer Hall of Fame, receiving its Founders Award. His leadership, credibility, and commitment to public safety give viewers an authentic, informed perspective on modern policing.



# STELLAR, ACCOMPLISHED HOSTS

Deputy Sheriff Curtis Wilson  
*Community Voice. Multi-Platform Communicator.*

- Deputy Sheriff Curtis Wilson serves as Division Commander at the Richland County Sheriff's Department in Columbia, SC. Beyond the badge he's also a news anchor for *Good Morning Columbia* and a midday radio personality on The Big DM. As an analyst on *On Patrol: Live*, Curtis connects with audiences across TV, radio, and digital, offering expert commentary on real-life situations and a relatable voice that resonates with communities and consumers alike.



Sean "Sticks" Larkin  
*Street-Smart Veteran. Fan Favorite Analyst.*

- Sean 'Sticks' Larkin spent more than 30 years working the streets as a Police Officer in Tulsa, Oklahoma, focusing much of his career on combating criminal street gangs and reducing violent crime. He has served in patrol, Major Crimes Homicide, and Street Crimes, and retired as supervisor of the Narcotics, Organized Gang, and Crime Gun Units. A familiar face from his expert analysis on A&E's *LivePD* and Fox Nation's *Crime Cam 24/7*, Sean brings unmatched on-the-ground experience and instant credibility that audiences recognize and trust.



# PARTNERSHIP ELEMENTS



## LINEAR PREMIERE SPONSORSHIP

- 15x (:30) Tagged Tune-Ins driving to 400<sup>th</sup> premiere episode
  - Airs week leading up to premiere episode
  - Includes SPONSOR logo and (:05) tagline
- 1x Billboard per hour in premiere & encore airing
- Sponsorship of one In-Show Segment Feature
  - 1x execution of BOLO or Triple Play segment
  - Execution & examples on slide 8/9

## DIGITAL SPONSORSHIP

- 1x Sponsored Social Post with branding across:
  - X | Facebook | Instagram

## COMMERCIAL FREE HOUR SPONSOR

- Host Verbal Introduction "The next hour is commercial free presented by SPONSOR"
  - Includes logo & lower third graphic
- Host Verbal Close "This hour of commercial free was presented by SPONSOR"
  - 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)
- Video example on slide 7

## REELZ+ VOD SPONSORSHIP

- SPONSOR Ad at the start of the episode
- Open & Close with SPONSOR mention
  - i.e., "You're watching an On Patrol: Live presented by SPONSOR, plus (:05) tagline"
- 1x Billboard per hour

# IN-SHOW SEGMENT EXAMPLES COMMERCIAL FREE HOUR



VIDEO | PRESS PLAY

# IN-SHOW SEGMENT EXAMPLES

## TRIPLE PLAY



PRESS PLAY - Triple Play Video Segment

Triple Play is a fan favorite franchise! 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
- 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)



STATIC EXAMPLE – Lower Third Graphic

# IN-SHOW SEGMENT EXAMPLES BE ON THE LOOKOUT (BOLO)

BOLO is 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

