



REAL LIVES.

REAL STORIES.

REAL HEROES.



PARTNERSHIP
OPPORTUNITIES





As America approaches its historic 250th birthday, we invite you to join us for the *REELZ USA 250 Summer Celebration*, a summer-long celebration honoring the courage, sacrifice, and everyday heroism that define the American story. From May through September, the network will spotlight the people who keep our communities strong - first responders, service members, families, and everyday citizens whose stories reflect the spirit of the nation.

Rooted in the REELZ ethos of *Real Lives. Real Stories. Real Heroes.*, this programming event will celebrate the courage, community, and connection that unite Americans across generations. Through patriotic storytelling and uplifting moments of recognition, you can have the opportunity to stand alongside the heroes who make America extraordinary.



PARTNERSHIP ELEMENTS



The REELZ USA 250 Summer Celebration offers integrated sponsorship opportunities designed to place you within uplifting moments of national pride and appreciation. These elements create a brand-safe, emotionally resonant environment that honors the values of bravery, service, and community. Leveraging REELZ's extensive library of entertainment programming, each holiday will feature "American Icons" themed content, showcasing legendary figures such as Clint Eastwood, John Wayne, Elvis, and Marilyn Monroe, among others. Fans will then enjoy fan-favorite episodes of *On Patrol: Live* to close out the day's programming.

ELEMENTS MAY INCLUDE:

- "American Icons" and *On Patrol: Live* programming day long stunts surrounded with sponsored elements
 - Programming stunts to run on July 4th and Labor Day
 - Show Opens / Lower third graphics / Programming Menus
- Sponsored billboards across holiday programming
- Custom short-form patriotic storytelling segments
- Branded holiday weekends (Fourth of July & Labor Day)
- Thematic tune-ins and patriotic interstitials
- Social and streaming extensions celebrating American heroes

Note: All elements pending REELZ production/programming approval. Deadline for sponsorship inclusion TBD.

Custom Short-Form Thought Starters



Hometown Heroes

- *Hometown Heroes* is a short-form storytelling series celebrating the individuals who serve their communities every day. These vignettes can spotlight an American whose dedication reflects the spirit of courage and sacrifice, from firefighters and police officers to teachers, veterans, volunteers and community leaders. Through authentic moments and heartfelt storytelling, viewers are reminded that heroism often lives next door. These vignettes captures the spirit of REELZ by highlighting real people whose everyday actions strengthen the communities we all share.



America in Action

- *America in Action* is a visually driven patriotic vignette series capturing powerful moments that represent the strength and unity of the nation. Through striking imagery and short celebratory narration, each segment highlights scenes of service, resilience, and community (i.e. first responders preparing for duty, military homecomings, small-town parades and neighbors coming together to support one another. The segments create an uplifting portrait of America built on courage and connection. Together, these moments reflect the enduring values that have shaped the nation for 250 years.



USA 250 Summer Celebration

A Summer-Long Celebration of American Courage, Community, and the Heroes Who Define this Country



Sample Partnership Timeline



June:
Media Investment Commitment:

Media Inventory and relevant sponsored elements to air and build towards July

National Pride Moment

June/July:
Hometown Heroes storytelling segments to hit air

July 4th:
REELZ to air "American Icons" & *On Patrol: Live* programming

Programming Celebrations Continue

August:
Drumbeat continues throughout the month with sponsored patriotic programming and custom content

Celebrating American Dedication

September:
Labor Day programming sponsorship along with campaign closure

Labor Day:
REELZ to air "American Icons" Labor Day & *On Patrol: Live* programming

Note: All elements pending REELZ production/programming approval. Deadline for sponsorship inclusion TBD.