



# MEET THE DOGS YOUR DOG ASPIRES TO BE.

Each week, **Unleashed TV** introduces you to top tier dogs across the country, the men and women who train and work with these dogs every day, and the diverse things they are doing to make our lives better, safer, and more enjoyable.

**Unleashed** features hunting dogs, police canines, guardian and herding dogs, military canines, dock dogs, and many, many more. You'll discover the amount of training and work that goes into a working or sporting dog and be inspired by the incredible bond that is formed between a dog and a handler.

## THE LEASH COMES OFF IN 2021

**pursuit**  
We Deliver the Outdoors

**Unleashed TV** will premiere on the Pursuit Channel in 2021 and will run 26 weeks, airing a minimum of 3 times per week. The season consists of 13 original episodes and 13 repeat airings, for a total of 78 broadcast airings throughout the course of the season.



**30+ MILLION HOUSEHOLD AVAILABILITY**  
on the fastest growing outdoor programming network



**OVER 60 MILLION USERS OF PURSUITUPTV**  
streaming live and through video on demand



**80 MILLION UNIQUE OUTDOOR ENTHUSIASTS**  
engage across various Pursuit Channel platforms

Pursuit Channel is an American television network that reaches, engages and entertains over 80 million outdoor enthusiasts. Enjoy world class adventures in the outdoors including hunting, shooting and fishing content from destinations all over the world. It's easy to find The Pursuit Channel on a variety of platforms including: DirecTV, Dish, Verizon Fios, TVision, CenturyLink prism, Cox Communications, NCTC cable providers, On Demand through our PursuitUp app or anytime anywhere on their website [www.PursuitUpTv.com](http://www.PursuitUpTv.com).



**PURSUIT CHANNEL ON BASIC CABLE**  
means the largest outdoor broadcast audience

**PURSUITUPTV STREAMING & VOD**  
means your advertising plays year round



## UNLEASHED EPISODES

### MORE THAN JUST ANOTHER COMMERCIAL

When you partner with UNLEASHED it's more than just putting another commercial spot in another television show. Here's a little bit of what you'll get:

- ✓ In-show product exposure and placement with highlights and reviews.
- ✓ Social media posts across channels featuring your product or service.
- ✓ Access to produced video content specific to your brand.
- ✓ Logo placement on Kinetic Performance Dog Food's trailer.
- ✓ Logo placement and link on the Unleashed website
- ✓ Access to the Unleashed Summit - an annual event bringing advertisers and the men and women featured on the show together for an opportunity to gather market insights and meet some of the premiere trainers, handlers and canines in the industry.

Unleashed will only accept one advertiser for a product category, providing exclusivity for a product line.

### ADVERTISING OPPORTUNITIES

#### PRESENTING SPONSOR

Retains exclusive title rights (presented by...), 30-second commercial in each episode, and preferred placement online. (1 available)

#### COMMERCIAL SPONSOR

One 30-second commercial spot in each episode.

#### HALF-COMMERCIAL SPONSOR

One 15-second commercial spot in each episode.

#### SEGMENT SPONSOR

6-second introduction entering one of three segments during each episode. (3 available)

**Pilot:** Meet the incredible dogs and the people who work and train them on a daily basis.

**Vohne Liche Kennels:** Meet the men and women of VLK, a premiere provider of police and military working dogs in the US and abroad.

**K9 Hurricane:** Caring for the medical needs of military and police working dogs can be expensive, but K9 Hurricane is helping raise awareness and funding to give working dogs the retirement they deserve.

**North American Hunter Retriever Association:** Get an inside look at the amateur men and women who train, compete, and hunt with world class retrievers.

**Mission K9 Rescue:** What happens to a canine after they have fulfilled their duties? Mission K9 Rescue brings working dogs back home and finds homes for these canine heroes.

**High Flying Dock Dogs:** Get a glimpse into the competitive world of dock dogs, and meet some elite trainers.

**Sniffing Out COVID:** Can a dog detect COVID-19? You might be surprised by the answer.

**SOF/Police Joint Training:** Local police departments and Special Forces military teams join forces to hone their skills and make our communities and country a safer place.

**Jailhouse Contraband:** Keeping the public safe doesn't stop once someone is behind bars. Contraband is a big problem, but there are some incredible dogs keeping an eye out.

**The Haverkamp Foundation:** Police canines play a vital role in police work, but there's a lot that happens before a dog is put to work. The Matt Haverkamp Foundation makes that happen.

**K9 Toki:** Discover the incredible story of a dog, a handler, and an unlikely situation that brought the two back together.

**A Hero's Hunt:** Get an inside look at what it's like to breed, train and hunt behind world class gun dogs when Top Gun Kennels and Highland Hideaway host some of our nation's unsung heroes.

**Rocky Mountain Avalanche Dogs:** Search and rescue at its finest. Get a glimpse into the training, drive, and important work dogs are doing on our ski slopes.



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