

WE **THE**
★ **PEOPLE**
WITH GATES GARCIA



MARKET NEED

There is a significant and growing demand for conservative entertainment that goes beyond policy wonks and pundits. Americans are looking for content that reflects their values in an engaging and entertaining way.

We The People is built for a generation that is disillusioned by media gatekeepers. It's the perfect vehicle to shift the cultural tide, showing that being a conservative in the public spotlight may take courage, but it also can draw new large audiences.





THE OPPORTUNITY

Public figures used to leverage their conservative values in public, now they shy away from them for fear of being ostracized. But there is a **major opportunity** for these public figures - to not only be open with their conservative values, but to benefit massively from them.

- When **Jason Aldean** got attacked by the woke mob for his single, *Try That In A Small Town*, it catapulted to #1 in the charts.
- **Nick Bosa** made a cameo appearance in the background of a Sunday night football postgame show with a MAGA hat on. He was fined by the NFL, but his jersey sales went to #1 in the NFL.

But where do conservative actors like Dennis Quaid or athletes like Tim Tebow go to have meaningful conversations while promoting their work?

THE CONCEPT

We the People with Gates Garcia, is about putting a spotlight on athletes, musicians, actors, business leaders, and more - who are open with their right-leaning views. Each episode host Gates Garcia interviews a notable figure to hear their life story, talk about issues that matter to them, and find out why they are unafraid and unapologetic to be a conservative.

- Warm, sincere
- Engaging with real conversations
- Funny and contrasting

Target Audience: Gen Z to millennial, Joe Rogan listeners, TPUSA, UFC, NFL, DailyWire, BlazeTV, Barstool

WE THE PEOPLE

The show is where everyday Americans come to hear their idols discuss the values they share. The show provides a much-needed outlet where famous conservatives can celebrate their views. It is proven that when conservatives promote their beliefs it provides an immediate, and profitable boost to their brand. This show intends to amplify their voice in doing so.

Latest Episode





MEET GATES GARCIA

Gates Garcia brings the ideal mix of expertise, relatability, and charisma to this format.

At 39, Gates is a successful investor, a husband, a father, a Catholic, a former college football player, and a Claremont Institute Lincoln Fellow.

Gates speaks regularly at conferences, hosts conservative scholars for intimate conversations, and is a natural on stage.



PROVEN FORMULA

- More than just a sit-down TV interview program
- Dynamic, hybrid format—part interview, part day-in-the-life
- Format: *60 Minutes* human interest interview without the liberal lecture
- Think: Bussin with the Boys or the Pat McAfee Show, without the crude humor





POTENTIAL GUESTS

Jason Aldean

Dana White

Jessica Simpson

Tim Tebow

Danica Patrick

Mike Rowe

Riley Gaines

Dave Portnoy

Cody Johnson

Nick Bosa

Dennis Quaid

Luke Bryan

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