



WESTERN CONSERVATIVE SUMMIT
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TIME TO
SADDLE UP
AND **RIDE**

★ 2022 NATIONAL HOST COMMITTEE ★

WESTERN CONSERVATIVE SUMMIT



Dr. Victor Davis Hanson
presenting the Keynote
Address at the 2021 Western
Conservative Summit.

2022 WESTERN CONSERVATIVE SUMMIT

HISTORY ★

The Western Conservative Summit (WCS) is one of the largest annual gatherings of conservatives in the Western United States. For two days, an average of 2,300 attendees meet in Denver, Colorado along with over 100,000 viewers online from all 50 states to hear from over 50 speakers, attend workshops, interact with over 60 exhibitors, and rally for the issues important to conservatism: faith, family, and freedom.

Over ten years, speakers have included: President Donald Trump, Donald Trump, Jr., Phil Robertson, Dr. Robert George, Dr. Albert Mohler, Victor Davis Hanson, Governor Sarah Palin, Diamond and Silk, Representative Dan Crenshaw, the House Freedom Caucus, Senators Rick Santorum, Tom Cotton, Tim Scott, Mike Lee, Ted Cruz, Actor Kirk Cameron, Jim Daly, Brandon Tatum, Dana Loesch, Ed Meese, Ben Carson, Jeff Sessions, Jay Sekulow, Ken Starr, Dennis Prager, Andy Ngo, Ainsley Earhardt, and many others.

2021 WCS REVIEW ★

In 2021, because of government restrictions on meeting, the Western Conservative Summit was mostly virtual. We produced six mini documentaries highlighting Western issues like the rodeo, Western lands, forest fires, oil and gas development, the 2nd Amendment and more. We had over 125,000 views of the Summit online and registrations from across the country.

MISSION ★

To bring Western Conservative values of Faith, Family, and Freedom to the Nation.



The **WESTERN CONSERVATIVE SUMMIT** is the **MOST IMPORTANT MULTI-GENERATIONAL GATHERING** of **CONSERVATIVES** in the **WESTERN UNITED STATES**.

GOALS ★

- To educate a national audience to embrace the Christian, conservative values of Colorado Christian University.
- To create an event where grassroots conservatives and Christian conservative intellectuals interact and work together.
- To inspire greater awareness of the issues facing the Western United States and the freedoms that helped shape the West.
- To bring the nation's top conservative leaders to the Western United States.
- To impact our culture in support of traditional family values, sanctity of life, compassion for the poor, Biblical view of human nature, limited government, personal freedom, free markets, natural law, original intent of the Constitution, and Western civilization.
- To be seekers of truth.
- To prepare students for significant leadership in government.



Charlie Kirk and Candace Owens speaking at the Western Conservative Summit.

Students at the Western Conservative Summit.

Brandon Tatum speaking at the 2021 Western Conservative Summit.

THEME ★

Our theme, **Time to Saddle Up and Ride**, strives to educate and motivate Americans to understand the top issues facing the nation as a whole, with special emphasis on how those issues affect the West. As the nation stands at a crossroads, we want our attendees to leave the Western Conservative Summit ready to boldly stand for Christian conservative principles and “saddle up and ride” confidently into the fight of our time.

AUDIENCE ★

Our audience for the Western Conservative Summit is mixed: Christian conservatives, hard-right/red-meat conservatives, traditional Republicans, Libertarians, intellectual conservatives, and young professionals, and high school/college students. The intended audience for this in-person and virtual event is Christian, grassroots conservatives. It will appeal to both populist audiences as well as reflect the educational expertise of Colorado Christian University.

DIRECTING TEAM ★

ShowPro will be back this year to provide a fantastic, live experience. They have provided the visual experience for many Western Conservative Summits.

MEDIA & DISTRIBUTION ★

Last year, our partnership with Breitbart Media brought in over 125,000 views of the Summit. Additional media coverage of our speakers and straw poll results were published in media outlets around the world. This year, we are exploring additional media partners for even further distribution.

BUDGET ★

Total cost of the Western Conservative Summit is \$1.5M. More than half of the money raised for the Summit comes from National Host Committee donors.

PROMOTION ★

We will again work with Johnnie Moore and the KAIROS company to promote the 2022 Western Conservative Summit. Johnnie Moore served as Chief of Staff and Vice President of Faith Content for the United Artists Media Group in Hollywood. KAIROS serves as the media and public relations firm for many high profile clients.

LOCATION ★

The 2022 Western Conservative Summit will be hosted at the Gaylord Rockies Resort & Convention Center. Standing at the edge of the Front Range, Gaylord Rockies Resort & Convention Center showcases the state’s alpine charm and offers guests a welcome reprieve from the typical mountain resort stay. From their thrilling Arapahoe Springs Water Park, to an exciting lineup of family-friendly activities and entertainment, there’s something for the entire family to enjoy. Guests can explore the beautiful Grand Lodge and its stunning mountain views, five delicious restaurants, bars, the world-class Relâche Spa, and a state-of-the-art fitness center.

