

A person is shown from the back, their arms raised in a V-shape. They are wearing a dark t-shirt. The background is a large American flag, with the stars and stripes clearly visible. The lighting is dramatic, with the person's silhouette standing out against the flag.

LIFTING US

A NATIONAL REDEMPTION STORY

*For more than **four decades**, the **United States** has experienced an **Olympic medal drought** in **weightlifting**. This year, **one man** hopes to **break** this losing streak and bring **victory to America**. Amateur weightlifter turned national record holder, **Wes Kitts**, plans to compete in the **2020 Olympic Games** in Tokyo.*

TOKYO 2020



A man with a beard and short hair is shown in profile, looking towards the right. He is wearing a dark t-shirt with a logo on the sleeve. The background is dark and industrial, with a large circular object, possibly a flywheel, visible on the right. The overall tone is moody and focused.

“There’s no anxiety about these attempts. There’s only the appreciation of the opportunity and the joy that that brings. That’s how he frames it. **He can’t be stopped right now.**”

- DAVE SPITZ

With the guidance of lifting coach, **Dave Spitz**, Wes embarked on a four-year journey shaping him into the Olympic contender he is today. **With the 2020 Olympics less than six months away**, Wes uses pride for his country and dedication to a lost loved one to push the boundaries of athleticism and fuel his **dream to become a champion on the world's largest stage.**

WES KITTS

Originally from East Tennessee, Wes began his athletic career as a D1AA Tailback at Austin Peay State University. Following graduation, Wes continued his athletic career competing in both Olympic weightlifting and CrossFit which resulted in being drafted to the New York Rhinos (National Pro Grid League) where Wes was selected as the Player to Watch in 2016.

*Do not be fooled by his humble attitude and southern accent; as a 109kg weightlifter, Wes currently **holds two national records of 223kg in the Clean & Jerk and a 176kg Snatch**. Wes has an extensive background in coaching both the Olympic lifts as well as weight training for sport performance and will be a great addition to the California Strength family for years to come.*



DAVE SPITZ

Nicknamed “**The Godfather**”, Dave Spitz is an iconic figure in American weightlifting. The founder of Cal Strength, he has heavily influenced the United States weightlifting landscape and popularized the sport like no other.

Dave holds recognition as one of the few USA Weightlifting Senior International Coaches in the country and is a Certified Strength & Conditioning Specialist.

California Strength has dominated the United States Olympic weightlifting landscape, producing numerous National Team Titles, American Records and earning medal recognition on the international stage.





APPROACH

- Reveal a **behind-the-scenes look** into the lifestyle of an Olympic athlete
- Learn about the development of **Olympic weightlifting** in the past 50 years and the Olympic medal drought
- **Personal journeys** of Wes and Dave to lead them into Olympic weightlifting
- **Olympic training journey**- qualifiers and months leading up to Olympics, training regime, mindset, etc

Story we are telling:

- US returning to relevance in Olympic weightlifting
- Dave returning to his calling in athletics to pursue his unfinished business as an athlete
- Wes finding his passion and talent for weightlifting after college and his quick ascent to a national record holder.
- Wes' father passing as his "war cry" and motivation to accomplish something great

KEY EVENTS

ROMA 2020 WORLD CUP

Jan 27th (Rome, Italy)

Olympic qualifiers. Wes' final step to secure his place in the 2020 Tokyo Olympics

NFL COMBINE TRAINING

Jan- Mar (San Ramon, CA)

California Strength hosts a NFL combine prep for 3 months leading up to the combine. Many participants are fans of Wes and will get to train alongside one another and compare an NFL training regime to an Olympic powerlifting schedule.

TOKYO 2020 OLYMPIC GAMES

Jul 25th- Aug 4th (Tokyo, Japan)

The weightlifting event dates. Wes will arrive in Tokyo 3-4 weeks prior to the event to acclimate and train leading up to the big day.



ROMA2020
WEIGHTLIFTING WORLD CUP
— OLYMPIC QUALIFICATION EVENT TOKYO 2020 —



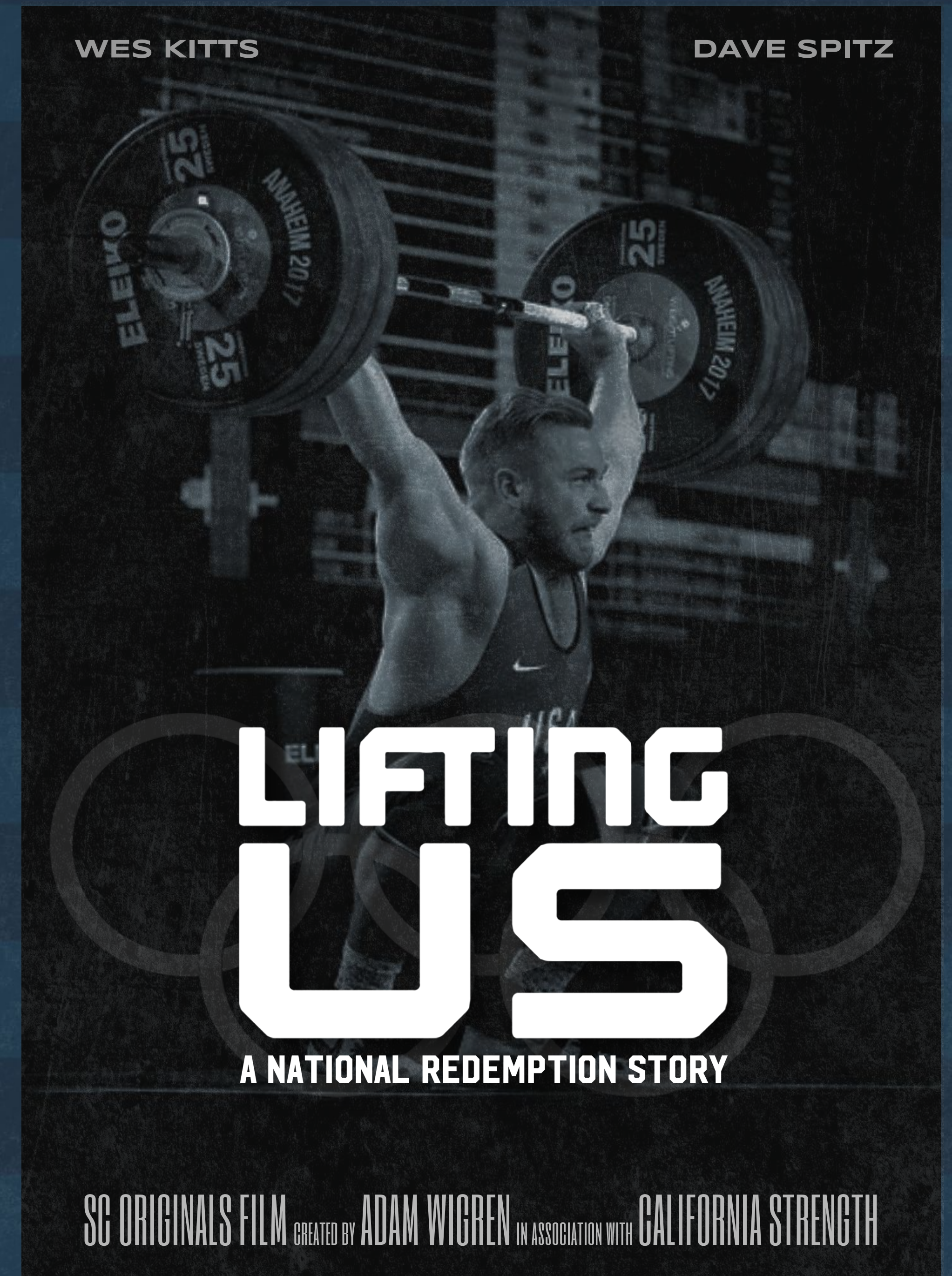
OPPORTUNITY

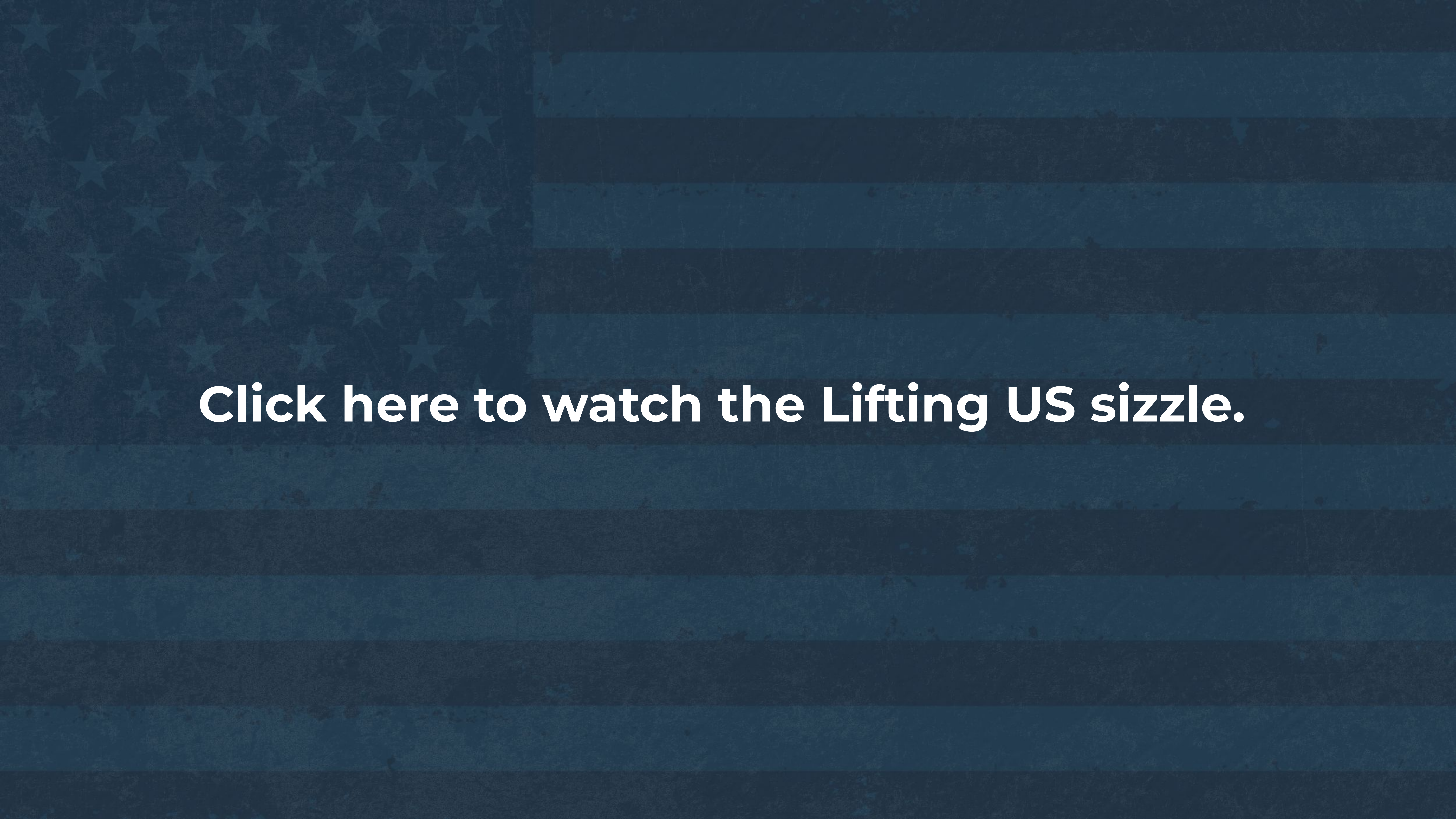
Olympic weightlifting and fitness is an ever growing industry. By telling the story of an Olympic athlete, in an unique national redemption story, we believe our documentary will gain the attention of a massive audience. The show's unprecedented, behind the scenes access of a well respected coach and lifter will be an incredible opportunity for brands.

Sponsors of our feature length documentary can enjoy native advertising, product placements, social media highlights and logo representation. Travel sponsors will help Wes, coaches and crew travel to Tokyo for the 2020 Olympics while being highlighted during the process. We are confident in our story, we are confident in our process, and we are confident in our distribution.

Our first guaranteed phase of distribution will take our documentary to the US, UK, German, and Japanese markets.

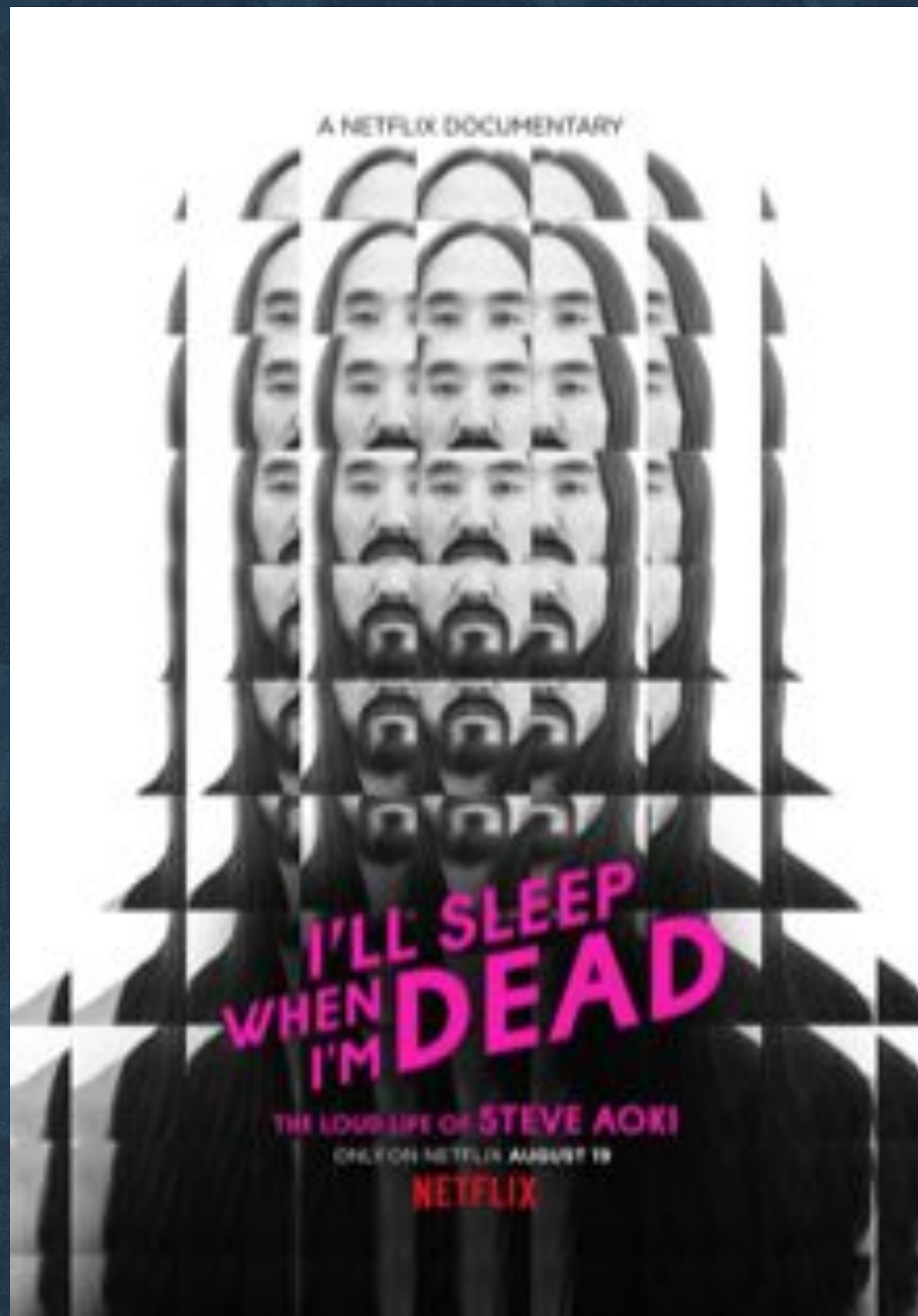
Please consider Lifting US as a part of your marketing strategy and help us tell, what could be, a spectacular national redemption story.



The background is a dark blue, textured surface. On the left side, there is a faint, lighter blue pattern of stars arranged in a grid, reminiscent of the canton of the United States flag. The rest of the background consists of horizontal stripes of varying shades of blue, also with a textured appearance.

[Click here to watch the Lifting US sizzle.](#)

The Team's Past Films



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LIFTING US IS A  **ORIGINALS** FILM CREATED BY ADAM WIGREN IN ASSOCIATION WITH CALIFORNIA STRENGTH