

Hatley for Governor.

Tennessee · 2026 · Independent

"The Rise and Run. · Elevate Tennessee."

CANDIDATE	PARTY	CAMPAIGN WEBSITE	PRESS CONTACT
David Hatley	Independent	hatleyforgovernor.com	press@hatleyforgovernor.com

BIOGRAPHY

About David Hatley

9

COMPANIES FOUNDED

7

PATENTS HELD

750

TENNESSEE JOBS

#1

US HOT TUB MFR.

740K

SQ FT MANUFACTURING

30+

YEARS IN TENNESSEE

David Hatley is an independent candidate for Governor of Tennessee and a lifelong Tennessean who has spent thirty years building businesses, creating jobs, and proving that the values of hard work and perseverance produce results that last.

Born and raised in Elizabethton in Carter County, Hatley grew up without advantage or inheritance. He started his first business at age twelve and opened his first retail store at eighteen — without a degree, investors, or a blueprint. What he had was discipline and a refusal to accept that where he started determined where he would end up.

Over the next three decades, Hatley built nine companies, secured seven patents, created 750 Tennessee jobs, and grew his manufacturing operations to 740,000 square feet — all on American soil. His flagship company became the number one hot tub manufacturer in the United States. He never moved a single job overseas.

In August 2024, following a conversation with his wife Deborah on Malibu Beach, Hatley announced his candidacy for Governor of Tennessee as an independent. His platform — Elevate Tennessee — is built on four pillars: economic growth through manufacturing, workforce development from the ground up, fiscal responsibility without political theater, and leading with compassion to improve the quality of life for all Tennesseans.

He lives a few miles from where he grew up. He is married to Deborah and is the father of Storm, Hudson, and Branson.

KEY FACTS

The Record at a Glance



PLATFORM

Elevate Tennessee — Four Pillars

PILLAR 01

Economic Growth Through Manufacturing

Expand Tennessee's manufacturing base. Keep jobs in-state. Recruit industry that pays living wages and builds lasting careers.

PILLAR 02

Workforce Development From the Ground Up

Invest in trade programs, technical education, and apprenticeships. Build a workforce pipeline that doesn't require a four-year degree to succeed.

PILLAR 03

Fiscal Responsibility Without Political Theater

Govern with the same discipline that builds a business. No performative spending. No partisan games. Results over rhetoric.

PILLAR 04

Leading With Compassion

Improve the quality of life for all Tennesseans — not just those who can afford to hire a lobbyist. Practical, accountable, human governance.

PRESS & MEDIA

Press Contacts

PRESS & MEDIA INQUIRIES

Campaign Communications

press@hatleyforgovernor.com

(423) 555-0100

Available Mon–Fri, 8AM–6PM CT. After-hours available for breaking news inquiries.

INTERVIEW & BOOKING REQUESTS

Scheduling Office

booking@hatleyforgovernor.com

Include outlet name, format, proposed date, and estimated audience. Allow 48 hours for response.

DOWNLOADABLE ASSETS

Photos & Logo Files

FILE	FILENAME	NOTES
Badge Mark — PNG (Transparent)	logo_11_badge_transparent.png	H badge on transparent background. Approved for digital use at all sizes.
Primary Logo — PNG (Transparent)	logo_10_primary_transparent.png	Full badge + wordmark lockup. Transparent background. Standard digital use.
Official Photography	Available upon request	High-resolution press photographs approved for publication. Request via press@hatleyforgovernor.com .
Brand Guidelines PDF	Hatley Brand Guidelines v2.pdf	Full visual identity standards — colors, typography, logo usage rules, approved combinations.

LOGO USAGE NOTES

- The badge mark (#A6B3BE steel-blue) is the approved color. Do not substitute red, navy, or gray.
- Always use approved logo files. Do not recreate the lockup from type.
- Minimum clear space: equal to the height of the H on all sides.
- Approved backgrounds: white, cream (#F5F0E8), navy (#0D1B2A), and light neutral surfaces.
- Never stretch, rotate, recolor, or add effects to any logo element.
- For questions about logo use, contact press@hatleyforgovernor.com.

"I'm not running because politics called me. I'm running because Tennessee gave me everything — and I'm not willing to sit on the sidelines any longer."

— David Hatley · Independent Candidate for Governor · Tennessee 2026