

2023 BLACK HILLS STOCK SHOW & RODEO®

HORSE SALE & STALLION ROW

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4

CALL FOR CONSIGNMENTS



CONSIGNMENT DEADLINE:

NOVEMBER 15TH, 2022



Schedule of events available at

BlackHillsStockShow.com | Rapid City, SD | **605.355.3861**



WELCOME

To the Black Hills Stock Show & Rodeo® Horse Sale & Stallion Row

The Black Hills Stock Show & Rodeo® has a long tradition of being a premier event to sell quality horses in our annual horse sale. We promise this year will be no different, and look forward to hosting you during our 65th Annual Black Hills Stock Show & Rodeo®!

An idea that started as a discussion in a laundromat by the Rapid City Chamber Ag Committee has since evolved into a multi-event show attracting people from a 13-state region and boasting over 300,000 attendees. BHSS is committed to preserving the western heritage in the state of South Dakota and we thank you for being a part of that legacy.

We look forward to seeing you all in Rapid City January 27-February 4, 2023!

Sincerely,

Dani Herring

Livestock and Ag Education Manager

Black Hills Stock Show & Rodeo®

"OFFICIAL" BLACK HILLS STOCK SHOW & RODEO® APPAREL



bhe
custom apparel

brought to you by

BLACK HILLS EMBROIDERY

AQHA

Member Services

AQHA PAPERWORK FAST AND IN PERSON!

Visit the AQHA member services booth.

YOU CAN

- Check the status of your paperwork.
- Join AQHA or renew your membership and get a FREE gift.
- Transfer a horse, no matter how many owners. It's only \$25 per horse for AQHA members.
- Get expedited service on horse registrations, if the registration requirements are met.
- Look up records on your horse and receive a FREE print out.
- And more!



2023 BLACK HILLS STOCK SHOW & RODEO®

GENERAL INFORMATION

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4

CONSIGNMENT DEADLINE: MONDAY, NOVEMBER 15TH AT 5PM

With two-day horse sale, and buyers from across the United States, officially opens The 65th Annual Black Hills Stock Show & Rodeo®. The sale is **Friday, January 27th at 1PM** and **Saturday, January 28th at 1PM** at the **James Kjerstad Event Center** at the Central States Fairgrounds in Rapid City, South Dakota.

Our market for well seasoned, trained horses has never been stronger. Please give consideration to this select sale when planning your marketing strategy. The Black Hills Stock Show & Rodeo® advertises throughout the country in print, radio, television and social media.

Enclosed is the 2023 Black Hills Stock Show® Horse Sale consignment form. Read the form carefully as there are some changes. Catalogs will be in full color.

To be considered the consignment form must be accompanied by:

1. **Original registration papers:** All registration certificates must be in the consignor's name. BHSS does not accept double transfers!
2. **Signed transfer** if applicable.
3. **Consignment form filled out:** All blemishes must be noted on the consignment form.
4. **Consignment fee of \$200 per horse** This fee is considered the catalog fee. This fee is non-refundable if your horse is accepted by the Horse Sale Committee.

Consignments are selected by the BHSS Horse Sale Committee. The Horse Committee will also select the sale and catalog order. A limited number of consignments are accepted. The Horse Sale Committee reserves the right to accept or reject any consignment.

COMMISSION

8% commission on sales up to \$9,999.

7% commission on sales \$10,000 or more.

NO SALES – All consignors that “No Sale” are charged a flat \$300 fee. The “No Sale” fee must be paid prior to the horse exiting the sale facility.

If you have any questions please
call Dani at (605) 721-9030 or
email at dani@blackhillsstockshow.com



Schedule of events available at

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2023 BLACK HILLS STOCK SHOW & RODEO®

2022 HIGHLIGHTS

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4

TOP SELLING HORSE

Lot #61 Im A Nasty Habit

Consigned by Bruce or Cooper Bebo of Redfield, South Dakota

Purchased by Steve Bruton of Durant, Oklahoma



TOP SELLING MARE

Lot #36 Carlena

Consigned by Britt & Kaila Williams of Hammond, Montana

Purchased by Jasper & Tara Fanning of Ogallala, Nebraska



TOP SELLING PONY

Lot #11 Spirit

Consigned by Saige Cunningham of Mitchell, South Dakota

Purchased by Jerry Schroeder of Laurel, Nebraska



2022 SALE AVERAGES

Geldings: 112 sold, Average: \$16,913

Mares: 39 sold, Average \$13,913

Stallions: 5 sold, Average \$26,420

Pony's: 10, Average \$10,350

Total: 166 sold, Average \$15,974

Sale Total: \$2,651,750



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2023 BLACK HILLS STOCK SHOW & RODEO®

PHOTO TIPS & TRICKS

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4

1. Photos are required. They help in the selection process and may help sell your horse. Full-color photos are used at the discretion of the Horse Sale Committee, but are not guaranteed to be printed in the catalog.
 - **Helpful hints:** Horses can be saddled or at halter, but be mindful to have your horse standing square, with ears alert and forward. Try to stand your horse where the background is free of any objects if possible. Working shots of horses are also accepted.
 - Horizontal photos work best.
 - Full body photos including ears, head, and all four legs.
2. All photos submitted with consignments are at the risk and liability of the consignor. BHSS is not be liable for any copyright infringements.
3. Catalog-ready photos must be submitted by email to **blackhillsstockshow@gmail.com** by the deadline (November 15) with the horse's name in the subject. It is the consignors responsibility to submit photos in the correct format. Acceptable formats are JPG, PNG or PDF.
4. Recommendations for submitting photos:
 - Clearly mark the email with the horse's registered name and consignor's name. If staff can't match the picture to an entry it won't be used.
 - First impressions are everything. Only the highest quality, most flattering photos are used. Please see examples.
 - Professional quality pictures of the sale horses are encouraged and may be used at the discretion of the Horse Sale Committee in future publications.
5. Videos: Video entries are encouraged and can be submitted with a YouTube link via email to **blackhillsstockshow@gmail.com**. This may help the selection committee in choosing your horse and can be used as promotion leading up to the sale.

NICE EXAMPLES:



PLEASE AVOID:



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2023 BLACK HILLS STOCK SHOW & RODEO®

GENERAL RULES & REGULATIONS

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4

1. BHSS Horse Committee decisions are final.
2. All registration certificates must be in the consignor's name by the consignment deadline. **BHSS does not accept double transfers**
3. A \$300 withdrawal fee is charged for any horse that is pulled from the sale without a vet release. This is strictly enforced. **No Substitutions with other horses.**
4. Check-in time is 11AM-5PM on Thursday, January 26, 2023. Horses consigned must report to check-in located in Barn 9 at the Central States Fairgrounds. At check-in horses will receive vet inspection and hip numbers by the Screening Committee. Horses screened for, but not limited to: soundness, disposition and overall appearance/body condition. At the time of check-in all sale horses must be present the following:
 - **Current health certificate (not more than 30 days old)**
 - **Negative Coggins Test (not more than six months old)**
 - **Brand inspection papers**
5. The consigners meeting is at 5:30PM, Thursday January 26th at the Event Center. All are welcome to attend.
6. Horses rejected at the screening will not be sold and consignment fees are not refunded.
7. Stalls are available on the Fairgrounds for the sale starting Wednesday, January 25 at no cost.
8. The sale will be held at the James Kjerstad Event Center. Consignor must furnish feed, water and care for horses until the horse(s) are sold. Please make arrangements with buyer for care and transportation of the horse after the sale.
9. All horses consigned to the sale must enter the sale ring, unless screened by committee. If the animal does not enter the sale ring, a withdrawal fee of \$300 will automatically be assessed against the animal plus any applicable fees.
10. **NO SALES**—will be charged a flat fee of \$300.
11. The BHSS Management, or their employees will not be responsible for any injury to or loss of any animal or accidents thereby or any injury or loss of life to any participants or spectators during the Stock Show.
12. The BHSS Horse Sale Committee reserves the final and absolute right to interpret these rules and regulations and arbitrarily settle and determine all matters, questions, or differences in regard thereto, or otherwise arising out of, or connected with or incident to the Sale.
13. Each consigner accepts the responsibility of guaranteeing their own horse(s) to be in sound, healthy condition and has the privilege of giving additional guarantee of their horse(s) at the time of their sale in the Sale Ring. The BHSS Horse Sale Committee does not act as agent for or represent either the buyer or seller but merely provides an environment for binding together buyer and seller for the purpose of sale transactions. If an adjustment needs to be made, it must be made between the purchaser and the consigner.
14. All Consigners will be held to the Terms and Conditions of Consignment whether or not you read and/or sign the contract.

AQHA RANCHING HERITAGE ELIGIBLE:

The BHSS is proud to offer a selection of AQHA Ranching Heritage Eligible horses. These horses are raised by ranchers that have received the designation of "Ranching Heritage Breeders by the AQHA, and are eligible to compete in the AQHA Ranching Heritage Challenges across the United States. These horses will be marked in the catalog with a "Ranching Heritage Breeders" logo.



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2023 BLACK HILLS STOCK SHOW & RODEO®

SCHEDULE

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4

THURSDAY, JANUARY 26

- 10AM-11AM** Stallion Row Check-In - Central States Fairgrounds, Barn 9
11AM-5PM Horse Sale Check In- Central States Fairgrounds, Barn 9
5:30PM Horse Sale Consignor Meeting- Kjerstad Event Center (arena will be open following consignor meeting)

FRIDAY, JANUARY 27

- 8AM** Horse Sale Preview- Central States Fairgrounds Kjerstad Event Center
(two horses will run at a time during Freestyle event of preview)
12:30PM Hutchison Western Stallion Row Showcase - Kjerstad Event Center
1PM BHSS Horse Sale - Kjerstad Event Center

SATURDAY, JANUARY 28

- 8AM** Horse Sale Preview - Central States Fairgrounds Kjerstad Event Center
12:30PM Hutchison Western Stallion Row Showcase - Kjerstad Event Center
1PM BHSS Horse Sale - Kjerstad Event Center

CHECK-IN REQUIREMENTS:

- 1. Health Certificate** - not more than 30 days old
 - Out of state horses need to consult with their state of origin and abide by state import regulations. A state permit number needs to be indicated on the health certificate.
- 2. Negative Coggins Test** - not more than six months old
- 3. Brand Inspection Papers**
 - Papers are required on branded horses. If you are coming from a no brand area, An affidavit is required at check-in.
 - Unbranded horses coming from a no brand area need to do nothing.
 - Checks will be held after the sale until proper paperwork is presented to the Brand Inspector. Please direct all brand inspection questions to Walt Brindley (605) 381-3741.
- 4. Horses are screened** at check-in by the screening committee for, but not limited to soundness, disposition, and overall appearance/body condition. Horses rejected at screening will not be sold. Consignment fees are not refunded.



Schedule of events available at

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HORSE SALE

January 27-28, 2023

Consignment fee is **\$200**, must accompany the application with signed transfer

Consignment Form—PLEASE PRINT

Consigner: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

In order for horse to be consigned, the following MUST be included with application:

☐

Original Registration Papers

☐

Signed Transfer

☐

Check

Lot #

For office use only

Ck #

Registration:

Transfer:

Pic:

Video:

Date Received:

Horses Name: _____

Registration #: _____ or circle GRADE Breed: _____

Color: _____ Circle one: Gelding Mare Stallion Pony Year Foaled: _____

Blemishes: _____

Cribber: Yes ___ No ___

Vision Impaired: Yes ___ No ___

Footnotes For Catalog: (LIMIT 75 words): _____

☐

Eligible for AQHA Ranching Heritage

*If consigning more than one horse, please indicate the priority consignment.

Please check up to two areas you would like to preview the horse:

☐

Freestyle

☐

Barrels

☐

Cutting

☐

Team Roping

☐

Cow Work

☐

Calf/Breakaway Roping

Signature

Date



Schedule of events available at

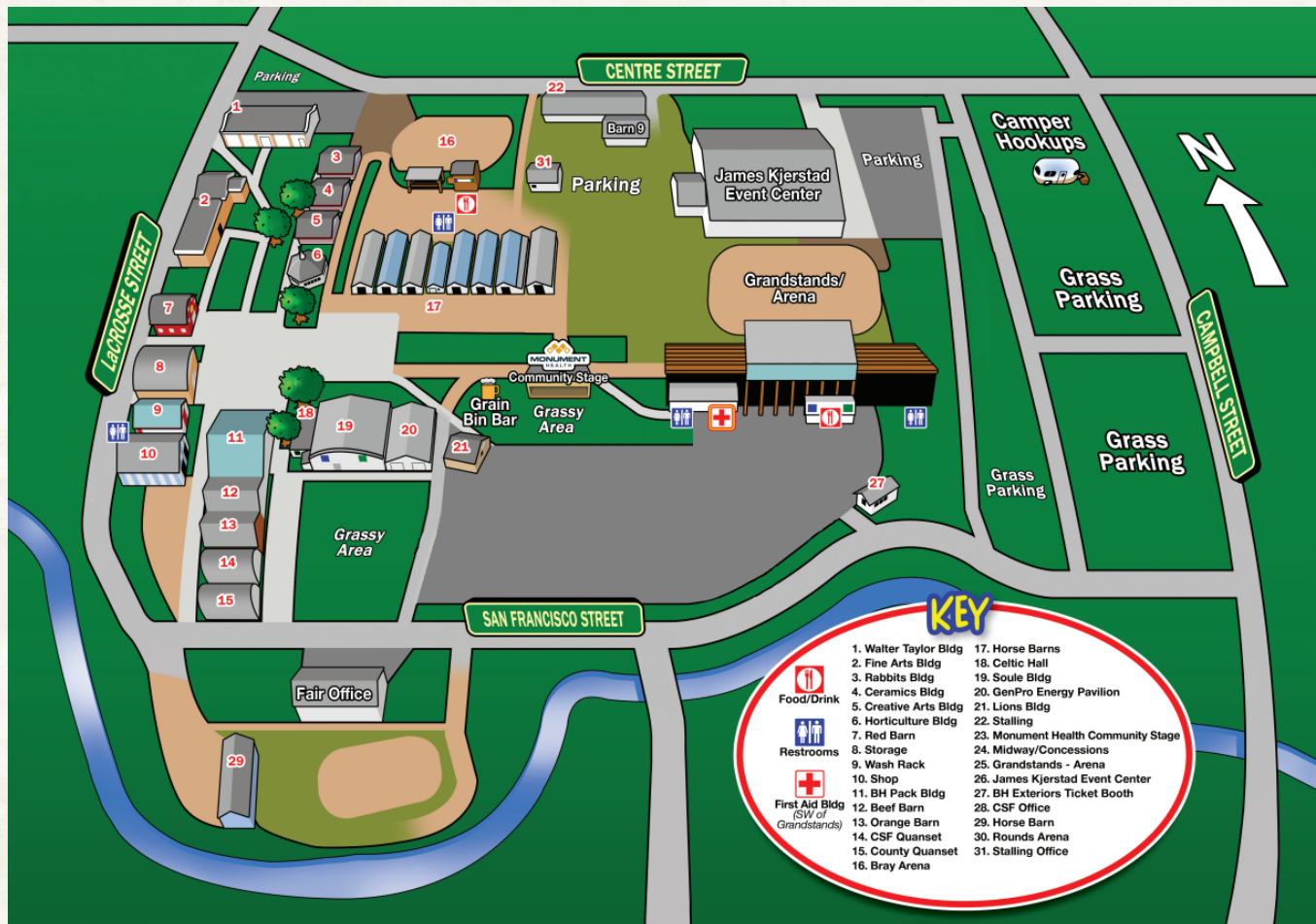
BlackHillsStockShow.com | Rapid City, SD | **605.355.3861**



2023 BLACK HILLS STOCK SHOW & RODEO®

DIRECTIONS & MAPS

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4



CENTRAL STATES FAIRGROUNDS

800 San Francisco St.

Rapid City, SD 57701

Exit 59 on I-90, travel South on LaCrosse St. 2.5 miles

**Horse sale applications due to Central States Fair
Office Tuesday November 15th**

JAMES KJERSTAD EVENT CENTER

915 E Centre St.

Rapid City, SD 57701

Consignor's meeting, horse sale preview and horse sale.

Check-in is in Barn 9



Schedule of events available at

BlackHillsStockShow.com | Rapid City, SD | **605.355.3861**



STALLION Showcase 2023

Stallion Showcase &
BHSS Horse Sale Catalog

Horse Sale
January 27 & 28, 2023

Ad Order Deadline
November 15, 2022
TSLN Publish Date
December 24, 2022



YOUR ADVERTISING REPRESENTATIVE

Scott Dirk
Director of Field Services & Ringman
West River SD/ND

605-380-6024
sdirk@tsln-fre.com

DIMENSIONS & PRICES

Advertorial Packages

- 2 Full Pages**
One Page Editorial
& One Page
Advertising
\$2100
- 3 Full Pages**
One Page Editorial
& One Page
Advertising;
3rd Pages can be
used for Editorial or
Advertising.
\$3000

Additional Specifications

Test = 100 lpi
Include fonts used in document
(printer and screen fonts)
Camera ready ads at least 300dpi
Live area of all ads is 7.47" x 9.75"
Add .75" Bleed Off Live Area
Bleed size is 8.97" x 11.25"
Trim size is 8.25" x 10.75"

IMPORTANT SPECIFICATION INFO:

Live Area is
7.47" x 9.75"
*Add .75" off live area
Bleed size is
8.97" x 11.25"
Trim size is
8.25" x 10.75"

Covers

All Full Color Pages

Inside Front
\$1475

Inside Back
\$1445

Outside Back
\$1645

Premium Pages
\$1300

2/3 HORIZONTAL 7.47" X 6.75"	FULL COLOR \$985	2/3 VERTICAL 4.94" X 9.75"	FULL COLOR \$985	1/2 HORIZONTAL 7.47" X 4.75"	FULL COLOR \$780	1/2 VERTICAL 3.67" X 9.75"	FULL COLOR \$780	1/2 ISLAND 4.94" X 6.75"	FULL COLOR \$780
1/3 VERTICAL 2.47" X 9.75"	FULL COLOR \$650	1/3 SQUARE 4.94" X 4.75"	FULL COLOR \$650	1/3 HORIZONTAL 7.47" X 3.25"	FULL COLOR \$650	1/4 HORIZONTAL 7.47" X 2.50"	FULL COLOR \$545	1/4 SQUARE 3.67" X 4.75"	FULL COLOR \$545

2023 BLACK HILLS STOCK SHOW & RODEO®

STALLION ROW

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4

RULES & REGULATIONS

1. The application fee is **\$500** and must accompany the application along with a professional quality picture. Fee will be refunded if stallion is not accepted.
2. Please consider your stallions disposition prior to application. Stallions must tolerate large crowds for a two day period. Exercise time and space is very limited.
3. Stallion stalls are located on the EAST WALL of the Event Center. This will provide more room for stallion owners. A 10x10 stall is provided for your stud with a 10x10 space directly across from the stall for any promotional display. Stalls are assigned according to a lottery drawing.
4. Notification of acceptance or return of application will be made immediately following the selection process by November 30th. Decision of the selection committee will be final.
5. Set-up: Thursday, January 26th from 10-11AM. Check out Saturday, January 29th, 5-6:30PM. Stallions must check out of the Event Center Saturday night. Stallion Row is open from 9AM to 6PM on Friday and 9AM to 5PM on Saturday.
6. In accordance with state transportation requirements, a health certificate issued within 30 days of the event is required.
7. A brand inspection is required for all exhibitors leaving the brand area. A brand inspector will be available for that purpose.
8. Initial bedding (shavings) is provided. Straw is not allowed in the building. Electrical capacity is very limited and not always available. Storage of hay in the barn is NOT permitted.
9. Stallions are previewed in the sale ring prior to the sale on Friday, January 27th and Saturday, January 28th at 12:30pm in the Crystalyx BioBarrel Sale Ring.
10. BHSS Management, or their employees or volunteers are not responsible for any injury or loss of any animal or accidents thereby or any injury or loss of life to any participants or spectators during the event.
11. Stallion Row is included in printed advertising and also in the horse sale catalog.
12. LIMITED booth space is available for stallion owners who are unable to bring their stallions. These "promotion only" booths are approximately 10'x 10'. Fee is \$350 for the space and insurance is required. Booths are open the same time as Stallion Row. Please contact BHSS Office by December 30th at 605-721-9030 if you are interested in a Stallion Row booth.
13. Due to limited space, Stallion Row is limited to 16 stallions and only one stallion per breeding program will be accepted.



Schedule of events available at

BlackHillsStockShow.com

Rapid City, SD

605.355.3861



\$500 consignment fee must accompany the application with a professional digital photo

STALLION ROW

January 27-28, 2023

Application—PLEASE PRINT

Owner: _____

Authorized Agent: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Stall #

For office use only
Ck #

Pic:

Date Received:

Stallion's Name: _____

Registration #: _____ Breed: _____

Color: _____ DOB: _____

Blemishes: _____

Cribber: Yes ____ No ____ Vision Impaired: Yes ____ No ____

PEDIGREE: (Please print or send a copy of registration papers with application)

Sire

Grand Sire

Grand Dam

Dam

Grand Sire

Grand Dam

Footnotes (LIMIT 75 words): _____

Signature

Date



Schedule of events available at

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2023 BLACK HILLS STOCK SHOW & RODEO®

PARTNER HOTELS

FRIDAY, JANUARY 27 *thru* SATURDAY, FEBRUARY 4

NORTH OF I-90

Best Western Ramkota

2111 N LaCrosse St.
Rapid City, SD 57701
(605) 343-8550

Holiday Inn Express I-90

645 E Disk Dr.
Rapid City, SD 57701
(605) 355-9090

EAST (CABELA'S AREA)

Mainstay

3321 Outfitters Rd.
Rapid City, SD 57701
(605) 719-5151

Cambria

3333 Outfitters Rd.
Rapid City, SD 57701
(605) 341-0101

DOWNTOWN

Howard Johnson

950 North St.
Rapid City, SD 57701
(605) 646-0734

SOUTH

Comfort Inn and Suites—Rushmore South

915 Fairmont Blvd
Rapid City, SD 57701
(605) 718-4444

Holiday Inn Express—Rushmore South

1611 Caregiver Cir.
Rapid City, SD 57702
(605) 718-0772

RUSHMORE CROSSING AREA

Hampton Inn

1720 Rapp St.
Rapid City, SD 57701
(605) 348-1911

Hampton Inn & Suites

825 Eglin St. Bldg A
Rapid City, SD 57701
(605) 341-1879

Tru by Hilton

825 Eglin St. Bldg B
Rapid City, SD 57701
(605) 341-1878



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BOOTH**

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**Booth 159 | Inside East Entrance of Monument
Also located in the James Kjerstad Event Center**



Central States Fair, Inc.
Black Hills Stock Show®
800 San Francisco St
Rapid City, SD 57701