

2024 BLACK HILLS STOCK SHOW & RODEO® HORSE SALE & STALLION ROW

FRIDAY, JANUARY 26 *thru* SATURDAY, FEBRUARY 3

CALL FOR CONSIGNMENTS

2023 TOP SELLING HORSE

Lot #115 HASHTAG YOURE IT

Consigned by Bruce or Cooper Bebo of Redfield, South Dakota

Purchased by Kaylee Hieronimus of Ashton, Iowa

2023 TOP SELLING MARE

Lot #56 PLEASE ME ONE TIME

Consigned by Dan Swaney of Moorcroft, Wyoming

Purchased by George Fisher of Hermosa, South Dakota



Consignment Deadline: November 15th, 2023

Sale: January 26 & 27, 2024

James Kjerstad Event Center, Rapid City, SD



Schedule of events available at
BlackHillsStockShow.com | Rapid City, SD | 605.355.3861

Produced by
CENTRAL STATES FAIR, INC.  

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 \$40 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!



WELCOME

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

Our two-day horse sale, which brings consignors and buyers from across the United States, officially opens The 66th Annual Black Hills Stock Show & Rodeo®. Our sale truly offers something for everyone, whether you're looking for a seasoned ranch horse, a pony for your grandkids or a proven performer in the arena. Please give consideration to this select sale when planning your marketing strategy. We will once again partner with Superior Livestock to broadcast our sale live to thousands of buyers from across the country.

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 26-February 3, 2024!

Sincerely,

Dani Herring

Livestock and Ag Education Manager

Black Hills Stock Show & Rodeo®

**FULL
CIRCLE
MARKETING**
STARTS HERE.

Our success depends on your success.
Let's connect on how Superior
Livestock Auction can work for you.



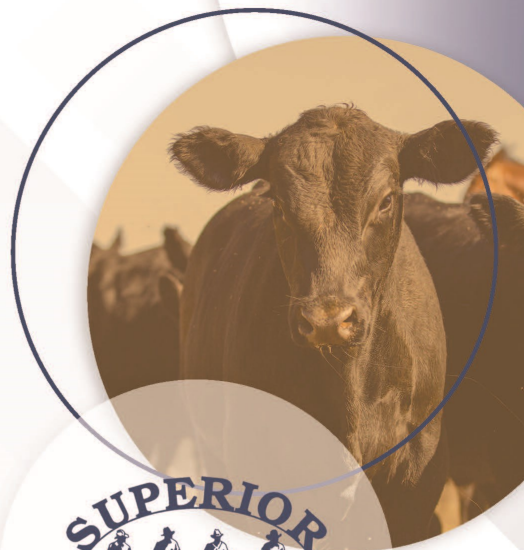
SUPERIORLIVESTOCK.COM



800.422.2117



INFO@SUPERIORLIVESTOCK.COM



NEW RULES & FEES

Enclosed is the 2024 Black Hills Stock Show® Horse Sale consignment form.

Read the information carefully as there are some changes and additions.

Online Consignment Deadline:

Wednesday, November 15th at 11:59PM Mountain Time

NEW IN 2024:

Application Materials needed for selection:

1. Consignment Form completed, preferred method of application is online at: <https://www.blackhillsstockshow.com/events/2024/horse-sale>. If you need help filling out the application, please call the office at: 605-355-3861.
2. Copy of registration papers: Please do not mail the original at the time of entry!
3. Catalog fee of \$300 per horse. This fee is non-refundable if your horse is accepted by the Horse Sale Committee.
4. Once selected for the sale, original registration and signed transfer will be mailed to the BHSS Office at 800 San Francisco St, Rapid City, SD 57701 postmarked by **January 2nd, 2024**.
5. Check-In will be in the Nerdy Nuts Building Expo Building (formerly the Soule).
6. No-Sale fee is now: \$400.
7. We will be accepting credit card payments for sale purchases. Credit card payments will be subject to an additional 3.5% fee.
8. Applications not submitted in full by November 15th will not be accepted. No exceptions.
9. If registration is not in consignors name when mailed to the BHSS Office, the horse will be removed from the sale and catalog fee forfeited. No Exceptions.
10. See our new Vet Check Requirements in the General Rules for clarification on the screening process.

FEES

- **\$300 Catalog Fee:** non-refundable if selected to the sale.
- **\$400 No Sale Fee** – The “No Sale” fee must be paid prior to the horse exiting the sale facility and any registration papers being given back to the consignor.
- **8% commission** on sales up to \$9,999.
- **7% commission** on sales \$10,000 or more.

GENERAL RULES & REGULATIONS

1. BHSS Horse Committee decisions are final.
2. All registration certificates must be in the consignor's name when mailed to BHSS Office on the January 2 deadline. **BHSS does not accept double transfers. Horses accepted and not in consignors name by mail deadline (January 2) will be removed from the sale and forfeit their catalog fee.**
3. A \$400 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 starts at 11AM on Thursday, January 25, 2024. Horses consigned must report to check-in located in the Nerdy Nuts Expo Building (formerly the Soule) at the Central States Fairgrounds.
5. Vet Requirements for Screening:
 - Lameness: Lameness will be judged on the Association of Equine Practitioners Lameness Scale. Lameness over 3 observed while moving on a hard surface will be disqualified.
 - 0: Lameness not perceptible under any circumstances.
 - 1: Lameness is difficult to observe and is not consistently apparent, regardless of circumstances (e.g. under saddle, circling, inclines, hard surface, etc.).
 - 2: Lameness is difficult to observe at a walk or when trotting in a straight line but consistently apparent under certain circumstances (e.g. weight-carrying, circling, inclines, hard surface, etc.).
 - 3: Lameness is consistently observable at a trot under all circumstances.
 - 4: Lameness is obvious at a walk.
 - 5: Lameness produces minimal weight bearing in motion and/or at rest or a complete inability to move.
 - Teeth: Teeth will be checked to the best of the vet's ability, but this is not a pre-purchase exam. Buyers can request a pre-purchase exam from a vet prior to the sale at their own expense if they would like a more thorough examination.
 - Site: Horses will be excluded from the sale if they present with full cataracts or are completely vision impaired. Eyesight defects will be announced from the block, but may not be disqualified dependent on their expected use. Ex. A brood mare with an eye defect may not be pulled but a performance horse may be.
 - Temperature: All horses will be temp checked, no exceptions.
 - Health Certificates and Coggins: Must present a **hard copy** during check-in. If you receive a digital copy and need it printed email it to: dani@blackhillsstockshow.com by January 24th.
 - Blemishes that will be announced from the block include but are not limited to: cysts, obvious masses, colic scars, etc.
 - Health Certificates: Vets should sign all health certificates to:

BHSS Farm Credit Services of America Horse Sale
800 San Francisco St
Rapid City, SD 57701

Continued on next page

GENERAL RULES & REGULATIONS

6. At the time of check-in all sale horses must be present the following:
 - **Hard copy of current health certificate (not more than 30 days old)**
 - **Hard copy of Negative Coggins Test (not more than six months old)**
 - **Brand inspection papers**
7. The consignors meeting is at 6PM, Thursday January 25th at the Event Center. All are welcome to attend.
8. Horses rejected at the screening will not be sold and catalog fees are not refunded.
9. Stalls are available for sale horses on the Fairgrounds starting Wednesday, January 24 at no cost.
10. **Consignors can submit up to three consignments.**
11. 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.
11. 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 \$400 will automatically be assessed against the animal plus any applicable fees.
12. No Sales —will be charged a flat fee of \$400.
13. The BHSS Management, or their employees will not be responsible for any injury to or loss of any animal or accidents there by or any injury or loss of life to any participants or spectators during the Stock Show.
14. 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.
15. Each consignor 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.
16. 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.
17. All Consigners will be held to the General Rules and Requirements 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.



SCHEDULE

*All times are Mountain Time Zone

WEDNESDAY NOVEMBER 15, 2023

5:00PM Consignment Deadline for print applications – Applications that arrive late or are incomplete will not be considered for the sale. **NO EXCEPTIONS.**

11:59PM Consignment Deadline for online applications – Applications that arrive late or are incomplete will not be considered for the sale. **NO EXCEPTIONS.**

THURSDAY, JANUARY 25

10AM-11AM Stallion Row Check-In – Central States Fairgrounds, Nerdy Nuts Expo Building (formerly the Soule)

11AM-5PM Horse Sale Check In – Central States Fairgrounds, Nerdy Nuts Expo Building (formerly the Soule)

6:00PM Horse Sale Consignor Meeting – Kjerstad Event Center (arena will be open following consignor meeting)

FRIDAY, JANUARY 26

8AM Horse Sale Preview – Central States Fairgrounds Kjerstad Event Center

9AM-6PM Stallion Row Open – Kjerstad Event Center East End

12:30PM Stallion Row Showcase – Kjerstad Event Center

1PM BHSS Horse Sale – Kjerstad Event Center

SATURDAY, JANUARY 27

8AM Horse Sale Preview – Central States Fairgrounds Kjerstad Event Center

9AM-5PM Stallion Row Open – Kjerstad Event Center East End

12:30PM Stallion Row Showcase – Kjerstad Event Center

1PM BHSS Horse Sale – Kjerstad Event Center

CHECK-IN REQUIREMENTS:

- 1. Hard Copy of 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. Hard Copy of 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** according to the vet and horse sale committee's decision. **Please see our new vet check requirements in the General Rules.** Catalog fees are not refunded if the horse is screened.

PHOTO TIPS & TRICKS

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 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 can be submitted in the online application or emailed to **dani@blackhillsstockshow.com** by the deadline (November 15) with the horse's name in the subject. It is the consignor's 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. If submitting more than one photo for selection, please indicate which will be used in the catalog. Staff will not choose for you.
6. Videos: Video entries are encouraged and can be submitted with a YouTube link via email to **dani@blackhillsstockshow.com** or on the online application. This may help the selection committee in choosing your horse and can be used as promotion leading up to the sale.

GOOD EXAMPLES:



PLEASE AVOID:



HORSE SALE

Application Due: November 15th

Sale: January 26 & 27, 2024

Consignor: _____

Exact Name to be printed in Catalog: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Check Payable To: _____

Lot #
For office use only Ck # Copy of Registration: Pic: Video: Date Received:

Horses Name: _____

Registration #: _____ or circle GRADE Breed: _____

Color: _____ Circle one: Gelding Mare Stallion Pony DOB: _____

Blemishes: _____

Cribber: Yes ___ No ___ Vision Impaired: Yes ___ No ___ Eligible for AQHA Ranching Heritage? Yes ___ No ___

Pedigree: Please submit a copy of the Pedigree with this application. Do not send the original until accepted to the sale.

Footnotes For Catalog: Limit 75 words): _____

Please select where you would like to preview the horse:

- Freestyle
 Barrels
 Cutting
 Team Roping Header
 Team Roping Heeler
 Cow Work
 Calf/Breakaway Roping

Please Note: The preferred method of application is online at: <https://www.blackhillsstockshow.com/events/2024/horse-sale>. Starting in 2025, no paper applications will be accepted so please consider using the online form. If you need help filling that out, please call the office: 605-355-3861.

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

- Copy of registration papers in consignors name
 Check

Signature

Date

DIRECTIONS & MAPS



CENTRAL STATES FAIRGROUNDS

800 San Francisco St.
Rapid City, SD 57701

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

JAMES KJERSTAD EVENT CENTER

915 E Centre St.
Rapid City, SD 57701

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

NERDY NUTS EXPO BUILDING

Formerly the Soule Building

Check-In

STALLION Showcase 2024



Stallion Showcase &
BHSS Horse Sale Catalog
Horse Sale
January 26 & 27, 2024

Ad Order Deadline
November 13, 2023
TSLN Publish Date
December 30, 2023



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 8.5" x 11"
- 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 8.5" x 11"
- 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**

FULL PAGE
\$1225
INCLUDES COLOR

FULL COLOR
\$985

FULL COLOR
\$985

FULL COLOR
\$780

FULL COLOR
\$780

FULL COLOR
\$780

2/3 HORIZONTAL
7.47" X 6.75"

2/3 VERTICAL
4.94" X 9.75"

1/2 HORIZONTAL
7.47" X 4.75"

1/2 VERTICAL
3.67" X 9.75"

1/2 ISLAND
4.94" X 6.75"

FULL COLOR
\$650

FULL COLOR
\$650

FULL COLOR
\$650

FULL COLOR
\$545

FULL COLOR
\$545

1/3 VERTICAL
2.4" X 9.75"

1/3 SQUARE
4.94" X 4.75"

1/3 HORIZONTAL
7.47" X 3.25"

1/4 HORIZONTAL
7.47" X 2.50"

1/4 SQUARE
3.67" X 4.75"

STALLION ROW

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 end of the Event Center. A 10x10 stall is provided for your stud with a 10x10 space directly across from the stall for any promotional display. Stalls are pre-assigned. A table and two chairs are provided for each stallion owner at no cost.
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. Check-In: Thursday, January 25th from 10-11AM in the Nerdy Nuts Expo Building (formerly the Soule). 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 26th and Saturday, January 27th at 12:30pm in the 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. A **maximum** of **TWO** booth spaces are 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 submit the Stallion Row Application and indicate "Booth Only" on the application.
13. Due to limited space, Stallion Row is limited to 20 stallions and only one stallion per breeding program will be accepted.
14. **NEW IN 2024:** Preferred application method is online at:
<https://www.blackhillsstockshow.com/events/2024/stallion-row>. Online applications will replace all paper applications for 2025, so please utilize the online application if at all possible.

STALLION ROW

Application—PLEASE PRINT

Owner: _____ Authorized Agent: _____

Exact Name to be printed in the catalog: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Please Check one: Stallion Row - \$500 Booth Only- \$350

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 include a copy of the registration papers with application)

Footnotes (LIMIT 75 words): _____

Please Note: The preferred method of application is online at:

<https://www.blackhillsstockshow.com/events/2024/stallion-row>. Starting in 2025, no paper applications will be accepted so please consider using the online form. If you need help filling that out, please call the office: 605-355-3861.

Signature

Date

PARTNER HOTELS

NORTH OF I-90

Best Western Ramkota
2111 North LaCrosse Street
Rapid City, SD 57701
605-343-8550

Holiday Inn Express & Suites I-90
645 E. Disk Drive
Rapid City, SD 57701
605-355-9090

SOUTH

Holiday Inn Express & Suites
Rushmore South
1611 Caregiver Circle
Rapid City, SD 57701
605-718-0772

DOWNTOWN

Howard Johnson
950 North Street
Rapid City, SD 57701
605-737-4656

The Rushmore Hotel
445 Mt. Rushmore Rd
Rapid City, SD 57701
605-716-7237

EAST ELK VALE (EXIT 61)

Comfort Inn
Conference Center
1333 Elk Vale Rd
Rapid City, SD 57703
605-791-2345

Sleep Inn & Suites
4301 Cheyenne Blvd.
Rapid City, SD 57703
605-791-5678

Baymont Inn & Suites
4040 Cheyenne Blvd
Rapid City, SD 57703
605-791-5151

EAST-CABELA'S AREA

MainStay Suites
3321 Outfitter Rd
Rapid City, SD 57703
605-719-5151

Cambria Suites
3333 Outfitter Rd
Rapid City, SD 57703
605-341-0101



HUTCHISON *HW* BRAND

**VISIT OUR
BOOTH**

The most respected name in farm and ranch products. Hutchison HW Brand manufactures and distributes livestock and equine equipment, farm hardware, fencing and wire products, and building materials.

**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