WELCOME TO THE 2027 BLACK HILLS STOCK SHOW & RODEO HORSE SALE & STALLION ROW

Our two-day Horse Sale & Stallion Row officially kicks off the Annual Black Hills Stock Show & Rodeo®, bringing consignors and buyers together from across the United States. Whether you're searching for a seasoned ranch horse, a pony for the grandkids, or a proven performer in the arena, our sale offers something for everyone.

We invite you to consider the Black Hills Stock Show & Rodeo® Horse Sale & Stallion Row as you plan your marketing strategy. Once again, we are proud to partner with CCI Live to broadcast the sale to thousands of potential buyers across the country, expanding your reach and connecting your horses with buyers near and far.

What began as a conversation in a laundromat among members of the Rapid City Chamber Ag Committee has grown into a premier multi-event celebration of agriculture and western heritage, drawing more than 300,000 attendees from across a 13-state region.

The Black Hills Stock Show & Rodeo® is proud to preserve and celebrate the western heritage of South Dakota, and we sincerely thank you for being part of this enduring legacy. We look forward to seeing you all in Rapid City January 29-February 6, 2027!

Sincerely,
Paige Vander Werff
Livestock & Ag. Education Manager
Black Hills Stock Show & Rodeo®

2026 Top Selling Horse

Lot #155- Paddys Flinging Irish

Consigned by Haley Brown, Ponca, NE

Purchased by Jaylynn Roseencroft Nenzel, NE

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!

GENERAL RULES & REGULATIONS

1. BHSS Horse Committee decisions are final.
2. Applications not submitted in full by November 10th, 2026 will not be accepted, No Exceptions.
3. **Submit a copy of the registration papers with the application: Please do not mail the original at the time of entry.**
4. All registration certificates must be in the consignor's name when mailed to BHSS Office. **They must be postmarked by January 4th, 2027 deadline.** BHSS does not accept double transfers. Horses accepted and not in consignors name by mail deadline (January 4) will be removed from the sale and forfeit their catalog fee.
5. 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.
6. Check-in is on Thursday, January 28, 2027 at 10AM-5PM . Horses consigned must report to check-in located in the Nerdy Nuts Expo Building (formerly the Soule) at the Central States Fairgrounds.
7. 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.
    - Sight: 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: paige@blackhillsstockshow.com by January 26th.
    - 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

8. 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

9. The consignors meeting is at 6PM, Thursday January 28 at the Event Center. All are welcome to attend.

10. Horses rejected at the screening will not be sold and catalog fees are not refunded.

11. Stalls are available for sale horses on the Fairgrounds starting Thursday, January 28 through Sunday, January 31 at no cost. Early arrivals are based on availability and will occur an additional charge. Each additional stall night will be $45 per stall and can be paid at the stalling office.

12.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.

13. 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.

14. No Sales —will be charged a flat fee of $400.

15. We will be accepting credit card payments for sale purchases. Credit cards payments will be subject to an additional 3.7% fee.

16. 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.

17. 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.

18. 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.

19. 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.

20. All Consigners will be held to the General Rules and Requirements of consignment whether or not you read and/or sign the contract.

21. 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 the consignor.
- 8% Commission on sales up to $9,999.
- 7% Commission on sales $10,000 or more.

SCHEDULE

Tuesday, November 10, 2026

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 28, 2027

10AM-5PM	Stallion Row & Horse Sale Check-In - Central States Fairgrounds, Nerdy Nuts Building
6PM	Horse Sale Consignor Meeting – Kjerstad Event Center (arena will be open following consignor meeting)

Friday, January 29, 2027

8AM	Horse Sale Preview - Central States Fairgrounds Kjerstad Event Center
9AM-6PM	Stallion Row Open - Kjerstad Event Center East End
12:00PM	Stallion Row Showcase - Kjerstad Event Center
1PM	BHSS Horse Sale - Kjerstad Event Center

Saturday, January 30, 2027

8AM	Horse Sale Preview - Central States Fairgrounds Kjerstad Event Center
9AM-5PM	Stallion Row Open - Kjerstad Event Center East End
12:00PM	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 vet check requirements in the General Rules. Catalog fees are not refunded if the horse is screened.

PHOTO TIPS AND 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 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 can be submitted in the online application or emailed to paige@blackhillsstockshow.com by the deadline (November 10) 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.
    - Clearly mark the email with the horse's registered name and consignor's name. If staff can't match the picture to an entry if 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.
4. If submitting more than one photo for selection, please indicate which will be used in the catalog. Staff will not choose for you.
5. Videos: Video entries are encouraged and can be submitted with a YouTube link via email to paige@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.
6. BHSS has a list of recommended photographers for professional horse sale pictures. You can find the list on the Horse Sale web page.

Good Examples:

Please Avoid:

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

Check-In

STALLION ROW

RULES & REGULATIONS

1. The application fee is $600 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. Stallion owners will get a custom sign from the Black Hills Stock Show. Stallions will also be provided an overnight stall outside of the Event Center from Thursday, January 28 thru Sunday, January 31. Outside stalls will need to be requested by January 15, 2027 in order for BHSS to coordinate stalling.
4. Notification of acceptance or return of application will be made immediately following the selection process by November 20th, 2026. Decision of the selection committee will be final.
5. Check-In: Thursday, January 28 from 10-11AM in the Nerdy Nuts Expo Building (formerly the Soule). Check out Saturday, January 30 from 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 prior to the sale on Friday, January 29 and Saturday, January 30 at 12:00pm in the Sale Ring. Stallions may be rode or walked through the sale ring during the preview.
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 in the horse sale catalog.
12. A maximum of FOUR 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 $400 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 22 stallions and only one stallion per breeding program will be accepted.

If you need help filling in the application, please contact Paige at the Black Hills Stock Show office at (605)355-3861.

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

Club House Hotel & Suites
1920 Hope Court,
Rapid City, SD 57702
605-939-3005

DOWNTOWN

Double Tree by Hilton
505 N 5th Street
Rapid City, SD 57701
605-348-4000

Elevation Inn & Suites
950 North Street
Rapid City, SD57701
605-737-4656

The Rushmore Hotel
445 Mt. Rushmore Rd
Rapid City, SD 57701
605-348-8300

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

LIVESTOCK APPROVED

Proud Sponsor of the Black Hills Stock Show

SINCE 1952, HW BRAND HAS BACKED RANCHERS WITH EQUIPMENT THAT WORKS AS HARD AS THEY DO. WE DON'T CUT CORNERS. WE WELD THEM. EVERY PIECE IS MADE IN THE USA, BUILT TO LAST, AND TESTED BY GENERATIONS.

GATES, FEEDERS, FENCING MATERIALS, HORSE STALLS, STOCK TANKS, ENTRY GATES, CORRAL PANNELS

PRIVACY.FLOWCODE.COM

HUTCHISON® HW® BRAND

800-525-0121 • hutchison-inc.com