

2025 BLACK HILLS STOCK SHOW & RODEO®
HORSE SALE & STALLION ROW
FRIDAY, JANUARY 31 *thru* SATURDAY, FEBRUARY 8

CALL FOR CONSIGNMENTS

2024 Top Selling Horse



Lot #139 METELES ONE TYME S8

Consigned by Maddie Fantaskey & Preston Schwartzkopf of Worland, Wyoming

Purchased by Spear 3 Farms of Douglas, Wyoming

Consignment Deadline: November 15th, 2024

Sale: January 31st & February 1st, 2025

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.  

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 67th 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 31st-February 8th, 2025!

Sincerely,

John Kaiser

Assistant General 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



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 15th 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 2nd, 2025 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.
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 time starts at 11AM on Thursday, January 30, 2025. 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:
 - o 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.
 - o 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.
 - o 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.
 - o Temperature: All horses will be temp checked, no exceptions.
 - o 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 29th.
 - o Blemishes that will be announced from the block include but are not limited to: cysts, obvious masses, colic scars, etc.
 - o 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 30th 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 Wednesday, January 29 at no cost.
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 3.5% 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

Friday, November 15, 2024

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 30

10AM-11AM Stallion Row Check-In – Central States Fairgrounds, Nerdy Nuts Expo Building
11AM-5PM Horse Sale Check In – Central States Fairgrounds, Nerdy Nuts Expo Building
6PM Horse Sale Consignor Meeting – Kjerstad Event Center (arena will be open following consignor meeting)

Friday, January 31

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, February 1

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

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 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 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 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.
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 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.

Good Examples:



Please Avoid:



DIRECTIONS & MAPS



CENTRAL STATES FAIRGROUNDS

800 San Francisco St.
Rapid City, SD 57701

JAMES KJERSTAD EVENT CENTER

915 E Centre St.
Rapid City, SD 57701

NERDY NUTS EXPO BUILDING

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

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

Check-In

TRI-STATE LIVESTOCK NEWS

STALLION

Showcase 2025

& BLACK HILLS STOCK SHOW

HORSE SALE CATALOG



Ad Order Deadline
November 7, 2024

TSLN Publish Date
December 28, 2024

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

Covers

All Full Color Pages

Inside Front
\$1475

Inside Back
\$1445

Outside Back
\$1645

Premium Pages
\$1300

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"

FULL PAGE
\$1225
INCLUDES COLOR



2/3 HORIZONTAL
7.47" X 6.75"



1/4 HORIZONTAL
7.47" X 2.50"



2/3 VERTICAL
4.94" X 9.75"



1/4 SQUARE
3.67" X 4.75"



1/2 HORIZONTAL
7.47" X 4.75"



1/2 VERTICAL
3.67" X 9.75"



1/2 ISLAND
4.94" X 6.75"



1/3 VERTICAL
2.4" X 9.75"



1/3 SQUARE
4.94" X 4.75"



1/3 HORIZONTAL
7.47" X 3.25"

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"x9.75" Add .75" Bleed Off Live Area

Bleed size is 8.5" x 11" - Trim size is 8.25" x 10.75"

RATES AND DEADLINE DATES ARE SUBJECT
TO CHANGE. PLEASE CONTACT YOUR
ADVERTISING REPRESENTATIVE FOR THE MOST
CURRENT AND ACCURATE INFORMATION



Scott Dirk

Director of Field Services and Ringman
West River ND & SD Territory
605-380-6024
sdirk@tsln-fre.com



Kelly Klein

Field Service & Ringman
East River ND-SD & MN Territory
701-320-5817
kklein@tsln-fre.com



Cody Nye

Field Service & Ringman
NE & CO Territory
308-390-8588
cny@tsln-fre.com



Wrye Williams

Field Service & Ringman
MT & WY Territory
406-938-3071
williams@tsln-fre.com

STALLION ROW

RULES & REGULATIONS

1. The application fee is \$550 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. New in 2025: Stallion owners will get a custom sign from the Black Hills Stock Show.
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 30th from 10-11AM in the Nerdy Nuts Expo Building (formerly the Soule). Check out Saturday, February 1st, 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 31st and Saturday, February 1st at 12:00pm 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 \$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.
14. NEW IN 2025: We will only be accepting applications for stallion row online at <https://form.jotform.com/blackhillstockshow/2025-stallion-row-application>
If you need help filling in the application, please contact the 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
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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
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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
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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
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HW[®]
BRAND

A LEGACY OF **TRUST & QUALITY** FOR GENERATIONS

For over 70 years, Hutchison Inc. has been a trusted name in rural America, evolving from a small moving business to a leading manufacturer and distributor of livestock and equine equipment, fencing, and building materials. HW Brand isn't just a product, it's a legacy of trust and excellence, embedded in the heart of communities and passed down through generations.



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MADE IN THE USA

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