

# OK CORRAL CLASSIC SALE

Dear Miniature Horse Enthusiasts:

I hope everyone is having a wonderful foaling season! It seems like we jump from the holidays straight into the foaling season. I realize that everyone is busy right now, but our spring sales are fast approaching. We have chosen our first sale to be in conjunction with the Red River Shoot Out Show the weekend of April 23 thru the 25<sup>th</sup>. We realize that it seems forever until then, but due to advertising deadlines, we have set the entry deadline to March 1, 2010

This weekend will be filled with lots of entertainment for the horse enthusiast. The Red River Shoot Out Show consists of Two shows, thus giving the exhibitor double points in this weekend. On Saturday evening, we will have a catered dinner, and an auction to benefit the Youth of the Oklahoma and Texas Clubs. Following this, we will have the horse auction. As usual, we will offer a live presentation of sale horses on Friday Evening so our internet viewers can see the horses offered.

We are working with Mare Stare, and offering the sale live, online! We have seen the results of this and the large amount of bidders this allows to watch and bid on horses. This will bring in more bidders and complete the sale. We are planning an aggressive ad campaign on the internet and print media.

We are excited about the internet coverage, and will have a complete listing of horses offered early, so bidders can make arrangements. The horses that are consigned will need to have good photos available to put online. This will be a great marketing tool, and increase the sale price of your horse. We have found that in our past sales, over 50% of the horses purchased were through the internet. This is a great marketing tool, so it is to the consigners benefit to have really good photographs of their horses.

At our last auction, we offered all horses absolute, meaning they sell with no reserve. We found that the prices of horses increased dramatically with this venue, and are offering this to the first part of the sale. Horses that are offered ABSOLUTE will take precedence in the sale, and be highlighted that way. Take advantage of this great marketing tool, which allows the buyers to know that this horse will sell.

Enclosed are the entry forms. If you have any questions, please feel free to contact Jana. Please keep these available and make copies as needed. Good luck to everyone showing!.

Note \*\*\*\*\* All pregnant mares must be vet checked in foal, no later than 30 days before the sale (live foal guarantees are nice but not mandatory); all young horses must be fit and look their best. All horses must all be show clipped, feet blacked, a facial and presented with a halter, a lead for their new owner. We really want to make this a Select Sale for you. We will also need a nice photo of your horse for the internet Sale Page. Remember it will be broadcasted live on the internet and the Whole World can see your horses, so you will want them to be and look their best. We will present the horses on stage. Due to limited space, only approved stallions will be selected for this sale. Photos needed with all entries.

Sincerely,

Jana Nichols

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