

# Hoosier Miniature Breeders Classic

Dear Miniature Horse Enthusiasts:

I hope everyone is having a wonderful show season! It seems like we jump from foaling straight into the show season. I realize that everyone is busy catching up on paperwork and family. We have chosen the date for the Hoosier Miniature Breeders Classic to be held on our farm in Warsaw, Indiana on September 5, 2009. We realize that it seems forever until then, but due to advertising deadlines, we have set the entry deadline to July 20, 2009.

This weekend will be filled with seminars by Austin VanWyck of Victory Lane Training Stables on "A Judges Perspective" and a driving seminar, a representative from Purina will do a Nutrition Seminar as well as a preview of all sale horses on Friday Evening for the internet viewers with a wine and cheese tasting party for the people that attend. Entertainment will follow. This will be an exciting weekend for the miniature horse enthusiast!

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 during the show season.

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. 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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