



 Legends of  
Ranching  
**Sale Manual**  
Dixie Crowe





## **Introduction**

**The Legends of Ranching Performance Horse Sale provides a unique opportunity for student in two classes, the colt training class and the sale preparation class, to gain hands-on experience in preparing horses for and implementing a live-auction event.**

**This event has grown over the years as has the quality and reputation of the sale within the equine industry.**

**This manual focuses on the ANEQ 359 Sales Management class and the steps and elements required to produce this sale.**

**The manual is divided into two main parts, Marketing the Sale and The Event. These two areas are further broken down into sections with supporting documents and information that should help you produce a quality equine event for your facility or organization.**

**The key to success for any event is knowing your consignors, inventory, and then planning, execution, good personnel, and great marketing!**

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## Part 1 Marketing the Sale

**Several aspects of marketing for the sale commence before the students begin class in the spring term.**

**First, the image for the catalog cover, which also becomes the main image for marketing the sale has already been chosen.**

**Second some of the marketing materials have been produced and are already to hand out to students who can then distribute them throughout the local equine community. These include refrigerator magnets, work gloves, and pens.**

**A key part of marketing any sale is consistency in branding. Our brand overarching brand is the boot logo with the name of the sale which can include “Performance Horse Sale.”**

**The photo that we use for the catalog cover and subsequent marketing pieces is the only piece that changes from year to year.**

**While the proceeds generated from the sale itself usually only cover costs, the main goal of the sale is not profit. Instead, it is experience gained by the students and the opportunity to foster strong relationships with consignors and sponsors in the equine industry.**

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# Some of the marketing materials are produced before the sale class starts, but the logo branding stays consistent from year to year

The logos for the sale are used on all marketing materials and advertising.



The promotional materials are produced before the spring semester starts.

And the image for the catalog and promotional materials were also chosen earlier.





## **Part 1 Marketing the Sale**

### **Section 1 Preparing the Catalog**

**When deciding on what type of catalog you want to have for your sale, it is important to think about where you are within the equine industry.**

**Knowing this key piece of information will help you understand your buying audience and what information they need in order to make an informed buying decision at your sale.**

**On the following page(s) you will find be able to look at several sample catalogs. The internet has many other options that you can look at for reference.**

**There are key elements that all catalogs must communicate to their buyers so always keep this information in the forefront of your mind.**

**Communication will be the key word as you prepare your sale catalog. Be clear and concise, leave no doubt for your potential buyers. Especially when choosing the format of your auction and setting the ground rules for purchasing in the Terms & Conditions section of your catalog.**

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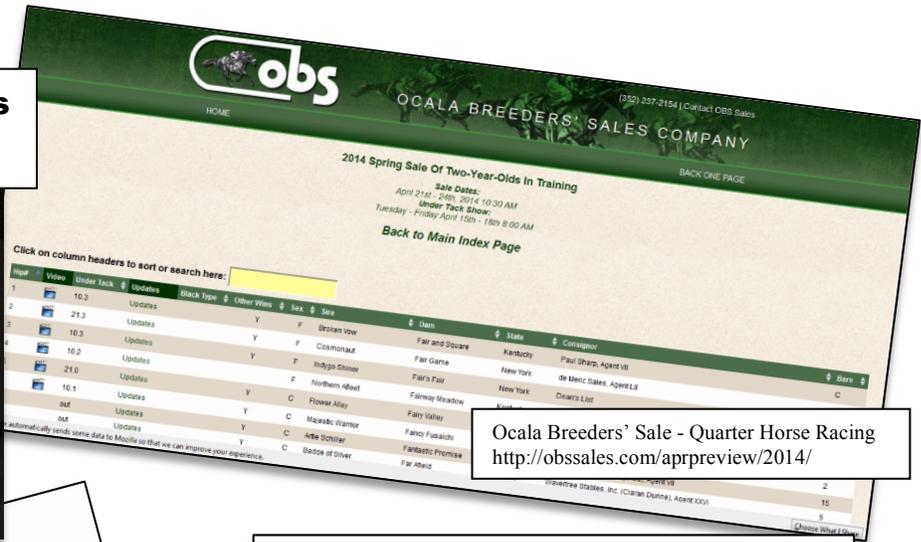
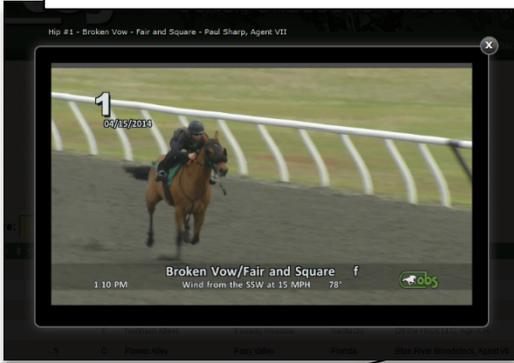
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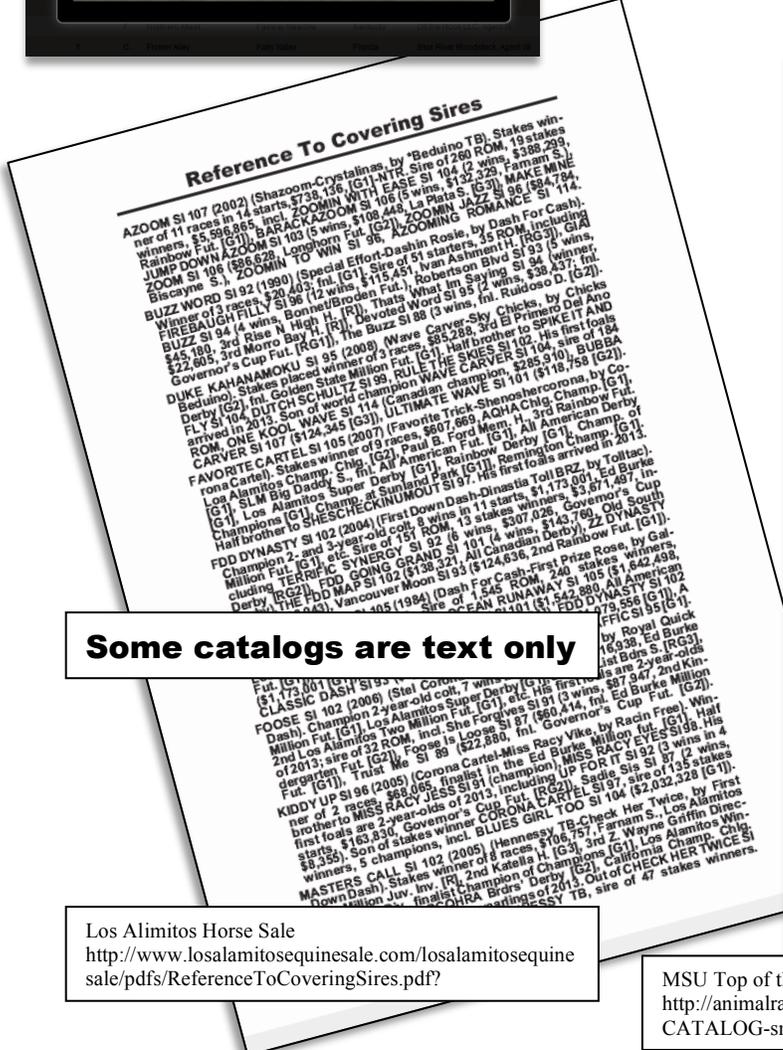
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# What do these sale catalogs have in common?

Some catalogs use videos to promote horses



Ocala Breeders' Sale - Quarter Horse Racing  
<http://obssales.com/appreview/2014/>



Some catalogs are text only

Los Alamitos Horse Sale  
<http://www.losalamitosequinesale.com/losalamitosequinesale/pdfs/ReferenceToCoveringSires.pdf?>

Hip # 31

Donated by Lori & Pat Linger

**PL SMOKIN GUMBO**

2011 AQHA Red Roan Gelding

MC Student  
Ross Wald

**Some catalogs combine text and photos**

Smokin Gumbo will do just that! This gelding is donated by the great Linger Family and is what Miles City is all about. He is a good solid horse that will make a big circle and drag calves to the fire. He is High Rolling, Roany bred.

GUMBO ROANY	HIGH ROLLING ROANY
GUMBO HIGH	VALENTINE ROSEBUD
HIGH ROLLING NONA	HIGH ROLLING ROANY
PL SMOKIN GUMBO	FOUR RICH ROSE
AQHA # 5445272	SALTYS DEVIL 5
SALTYS DIAMOND BOY	MISS BIVINS BONNIE
WEE SMOKIN DIAMOND	DIVIDEND PAVO
SMOKIN LUCKY LIL	MOLLY SMOKIN

[\[Insert Date\]](#) | [\[x\]](#)

MSU Top of the West Sale  
<http://animalrange.montana.edu/documents/Conferences/CATALOG-smaller.pdf>

**The horse's name, age, gender, color, and pedigree.**  
**After that each catalog is geared towards a specific market within the equine industry that wants different information in order make an informed buying choice.**

# Legends of Ranching Sale Catalog Pages

**Our pages have the same layout for both young and aged consigned horses.**

1

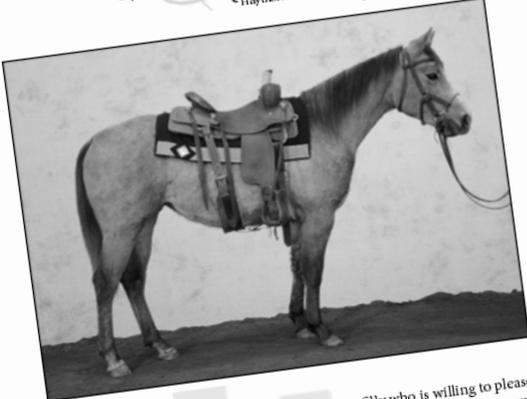
Consigned by Haythorn Ranch Company

**Black Cat 1812**

2011 Gray Mare

Black Cat 1812  
5395385

Freckles Black Cat  
 { Lean San Freckles  
 { Freckles Playboy  
 { Kachina Lena San  
 { High Brow Cat  
 { Sr Illad  
 { Cats Trojan  
 { Playgun  
 { Mrs War Chips  
 { Strickfritz Mickey  
 { Nero Twelve  
 { Real Gun  
 { Haythorn 812  
 { Toy Gun 812



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Black Cat 1812 is an attentive and quick-learning filly who is willing to please. Her grandsire, Lean San Freckles, has earnings of \$34,180 in cutting events and is by 2013 AQHA Hall of Fame Inductee Freckles Playboy, whose progeny have earnings in excess of \$24.5 million. Black Cat 1812 is out of a daughter of Real Gun, an AQHA World Show Superhorse and earner of 473 AQHA points and \$48,149 in calf roping, heading, heeling, working cow horse, reining, and cutting. AQHA Ranching Heritage Challenge eligible. Trained by CSU student Marian Cole.

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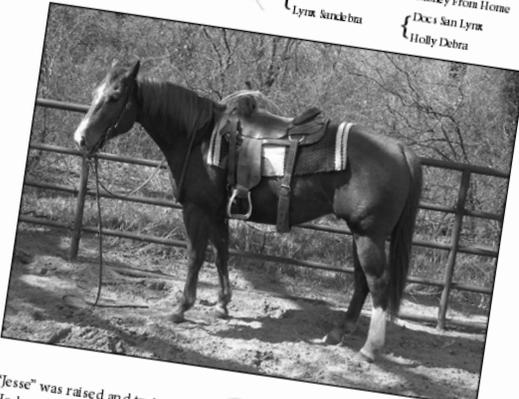
Consigned by Valley Oak Ranch

**SR Cattin Around**

2002 Sorrel Gelding

SR Cattin Around  
4271400

Cattin  
 { Smart Little Lena  
 { Doc O'Lena  
 { Smart Peppy  
 { Lynx Melody  
 { Doc's Lynx  
 { Troni  
 { Doc's Hickory  
 { Money From Home  
 { Doc's San Lynx  
 { Holly Debra  
 { Count Hickory  
 { Lynx Sucklebun  
 { Doc's San Lorraine



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"Jesse" was raised and trained by Sanders Ranches near Weatherford, Texas. He has been used for ranch work and extensive trail riding. Over the last few years, he has been used to move cattle in the Colorado high country on summer range and on multi-day trail rides covering many miles, during which he has proven to have excellent endurance. He is a very solid gelding and is best-suited for an intermediate to experienced rider, due to his quickness and agility.

<http://webdoc.agsci.colostate.edu/equine/Web-LOR-Catalog-2014-www.pdf>

**Some of the design elements that make our catalog pages so visually appealing: Hip numbers appear on both sides of the page. We watermark the Equine Science Logo as well as the logo of the consigning ranch. Our pictures have borders. The layout and use of font style is the same on every page. The only thing that changes is the length of the text. Our pages have a strong logo identity that is consistent from year to year.**

# Elements of a successful Legends of Ranching catalog page

After catalog order is decided, the hip number will follow this horse on every document we produce.

We let our buyers know who consigned this horse.

Consigned by Singleton Ranches

17      **SCR Play With Me**      17  
2012 Chestnut Mare

SCR Play With Me  
5490124

Dualwithme { Dual Pep  
                  { Cowstruck

SCR Ms Pepto Boom { Daniel B Boom  
                              { Royal Red Bunny

Peppy San Badger  
Miss Dual Doc  
Smart Little Lena  
Clarks Little Fanny

Booernic  
Melissa Parker  
Pepto boomsmal  
Dry Sugar



SCR Play With Me is an athletic and quick-footed filly. She is by Dualwithme, who has earned an AQHA Superior rating in cutting and was High-Point Junior Cutting Horse at the 2006 AQHA World Show. Dualwithme is a son of Dual Pep, who has sired NCHA and NRHA money earners in excess of \$25 million. SCR Play With Me is out of SCR Ms Pepto Boom, a daughter of AQHA and APHA World Champion Daniel B Boom. Daniel B Boom's grandsire is Booernic, an NRHA Million Dollar Sire. AQHA Ranching Heritage Challenge eligible. Trained by CSU student Rit a Walton.

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Buyers can easily follow this horse's pedigree and refer back to it when reading the catalog notes.

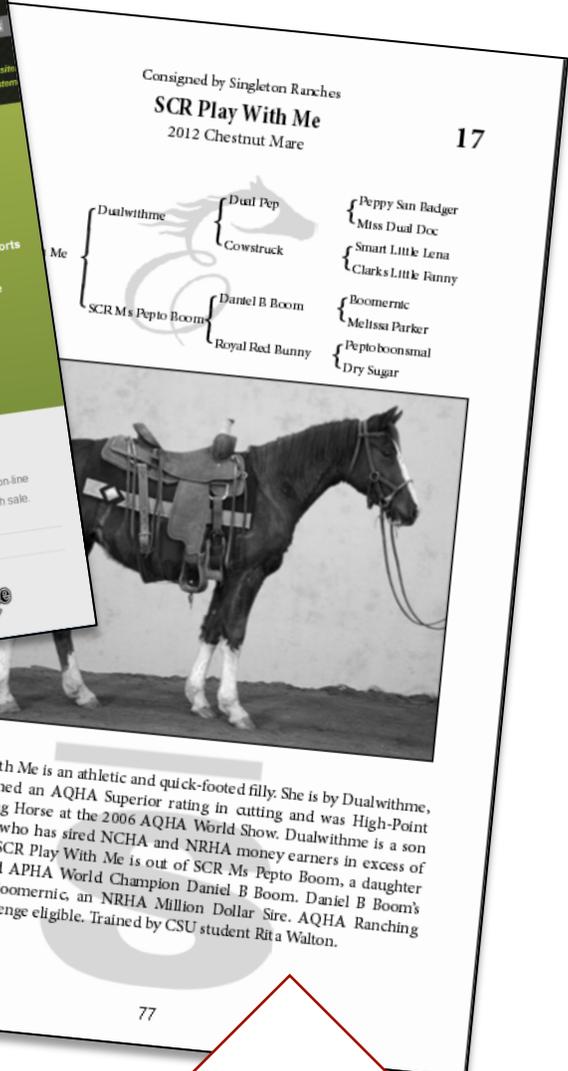
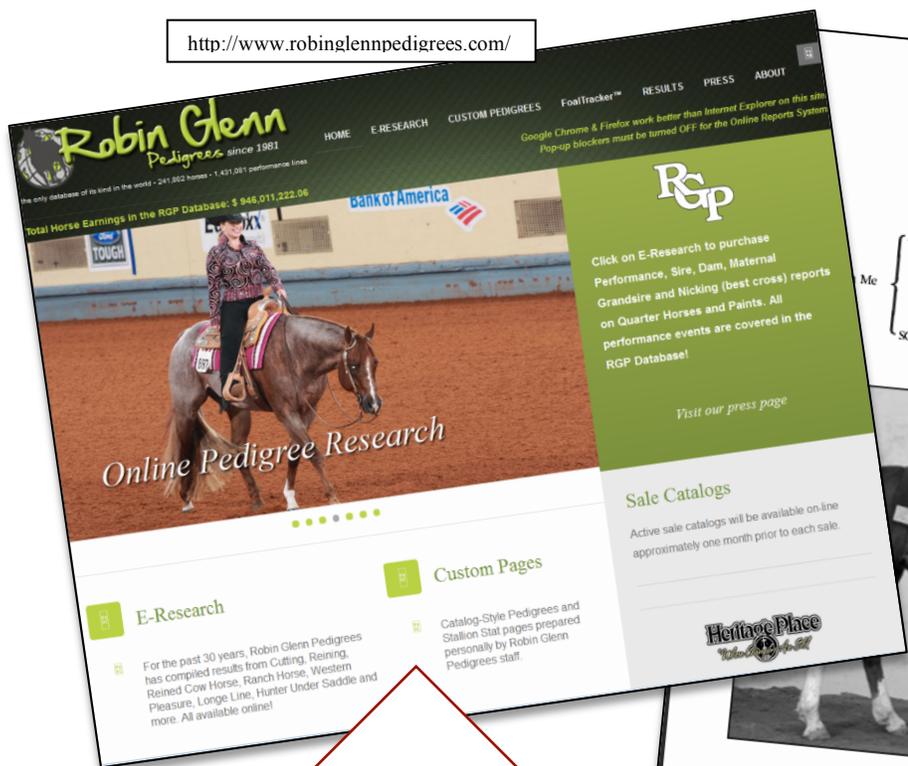
The photograph should portray the horse accurately. We went with black and white pictures to minimize the winter coats on the colts.

The colts have not been shown, won awards or earned money or points yet. If there is a history of that in the bloodline include it! This tells the buyer that this colt has potential.

Our catalog notes describe the horse using appealing and honest adjectives. The horse we're selling must be accurately represented.

# Researching the numbers behind the Legends of Ranching catalog notes

<http://www.robinglennpedigrees.com/>



We research our colt's pedigree for show points and earnings using Robin Glenn Pedigrees website. We are able to print the pages for horses in the colt's blood line.

The numbers provided by Robin Glenn Pedigrees are the most accurate source for this information.

It can be helpful to look at consignor's websites to see if they have more information, but sometimes you will find that it is not as up to date.

In order to save time later, include screenshots and photos in your catalog note draft for later reference.

SCR Play With Me is an athletic and quick-footed filly. She is by Dualwithme, who has earned an AQHA Superior rating in cutting and was High-Point of Dual Pep, who has sired NCHA and NRHA money earners in excess of \$25 million. SCR Play With Me is out of SCR Ms Pepto Boom, a daughter of AQHA and APHA World Champion Daniel B Boom. Daniel B Boom's grandsire is Boomernic, an NRHA Million Dollar Sire. AQHA Ranching Heritage Challenge eligible. Trained by CSU student Rita Walton.

AQHA Ranching Heritage Challenge Eligible = fees were paid by the qualified ranch



<http://www.aqha.com/Ranching/Ranching-Heritage/About-the-Ranching-Heritage-Challenge.aspx>



## Interviewing the student trainer for the colt's attributes

17

Consigned by Singleton Ranches  
**SCR Play With Me**  
2012 Chestnut Mare

17

SCR Play With Me  
5480124

Dualwithme

Dual Pep

Cowstruck

Peppy San Badger

Miss Dual Doc

Smart Little Lena

Clarks Little Fanny

Boomerinc

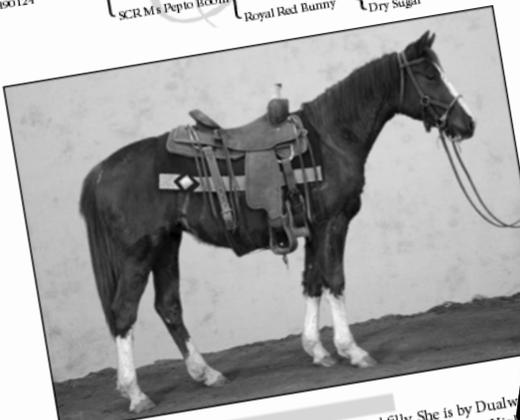
Melissa Parker

Pepto-boonsanal

Dry Sugar

Daniel B Boom

Royal Red Bunny



SCR Play With Me is an athletic and quick-footed filly. She is by Dualwithme who has earned an AQHA Superior rating in cutting and was High Junior Cutting Horse at the 2006 AQHA World Show. Dualwithme is a son of Dual Pep, who has sired NCHA and NRHA money earners in excess of \$25 million. SCR Play With Me is out of SCR Ms Pepto Boom, a daughter of AQHA and APHA World Champion Daniel B Boom. Daniel B Boom's grandsire is Boomerinc, an NRHA Million Dollar Sire. AQHA Ranching Heritage Challenge eligible. Trained by CSU student Rita Walton.

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The student trainer knows this colt. They've already been working together for a semester. The information you gather from him/her is invaluable to writing your catalog notes. Just remember he/she may be a little biased, so confirm what you find out with the colt training class instructor.

You may need to prompt the student trainer about the attributes you need information about.

What is that colt's temperament like? Was she quiet and kind, friendly and easygoing, attentive and has a lot of try, intelligent and has a good work ethic, etc.?

How would he/she rate the colt's trainability? Was she easy to work with, highly responsive, wanting to please, etc.?

How did the colt move? Smooth to ride, big-strided, agile, sure-footed, etc.?



## **Part 1 Marketing the Sale**

### **Section 2 Photography**

**The photographs you generate for the sale will cover the conformation shot that you use in the catalog, as well as candid shots of the horses and trainers in action.**

**The candid photos can be used in the catalog to show a different side of the horses beyond conformation and give a more human interest slant to those sections.**

**These photos should also be used in other aspects of your marketing plan to potential buyers including your social media marketing, the press release you send to the media, as possible material you can send to prospective buyers beyond the conformation shot, and for any follow-up articles in the press.**

**Only photos that represent the best qualities of the horses should be used. If you're not sure, run them past an experienced horseman. Bad behavior is fun to capture on film, but a moment of naughtiness is not the best way to represent your consignor or sell your horse.**

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# Getting the photos for the catalog and Facebook

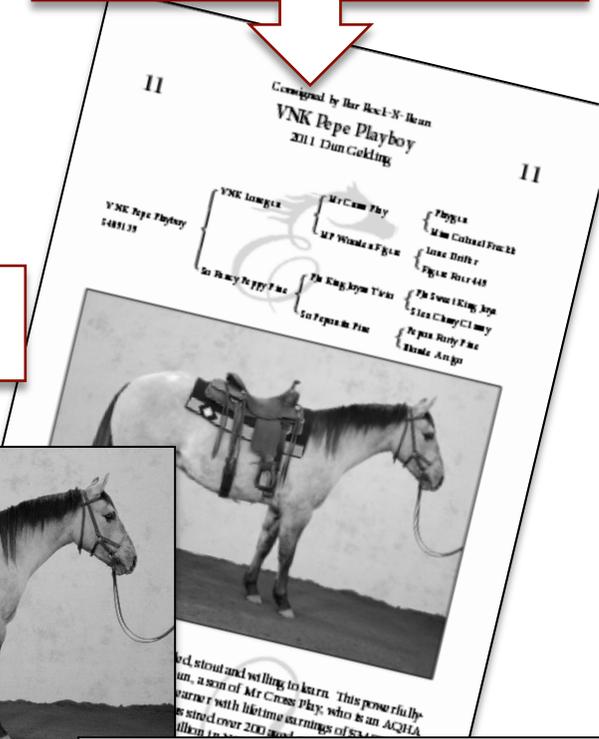


For the candid photos we took pictures during training classes and on the day of the catalog shoot during the preparation.



For the catalog photo we needed a classic conformation side shot with the ears forward which took a team effort!

Facebook photo combination included a candid and the catalog shot



# Have a variety of photos to choose from



Let your photographs tell a story about the horses you're selling.

People want to know more about the horse than just the conformation shot you'll use in the catalog.

Other marketing for the sale will require different candid shots—don't use the same photographs over and over again.

Keep adding to your inventory throughout the process.



## **Part 1 Marketing the Sale**

### **Section 3 Sale Order**

**While sale order of the horses may seem like something you can decide later on, it is very important to set this up as soon as you have your catalog shots and initial candid photos done.**

**This is because once you set the sale order for the catalog, it will carry through the rest of your marketing materials and documents you create.**

**If you take the time to examine sale order in a variety of catalogs you may find that some are random and some are very specific.**

**For our sale we're trying to consider the pace of the sale. We don't want buyers to walk out early or in the middle of the sale leaving the last part of our sale to possibly sell low. We have to consider what our buyers are looking for and make our best estimate to intersperse those horses throughout the sale.**

**We've learned through past mistakes. You can use that to your advantage. Our general recipe is on the next page. You can adapt that to fit the needs of your sale.**

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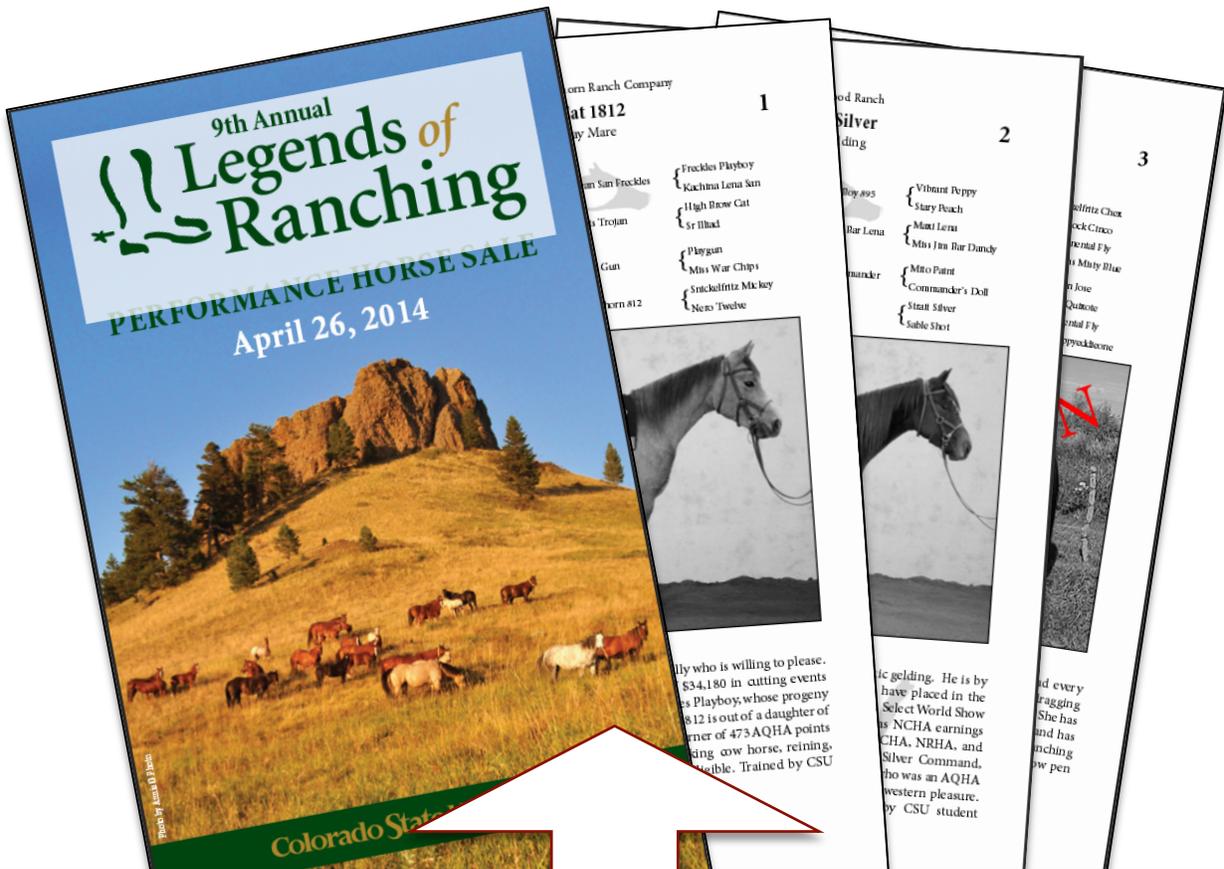
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# Determining sale order for the catalog will carry through for all the documents and promotions for the rest of the semester



There are many methods for choosing sale order and they vary by sale. The most important part of hip placement is variation and creating a pace for the sale to attract and keep buyers interested in the horses for the entire length of the auction. We alternate gender, color, age, and consignors so there are not clumps of horses of a type that would cause buyers to lose interest or let them walk out the door after a certain part was over.

Our guidelines for hip order:

1. Start and end sale with horses that are donated to CSU (they will still sell under the consignor's name)
2. A "good" training horse—determined by conformation, pedigree, age sex, and color. (3-year-olds sell better than 2-year-olds and geldings sell better than fillies).
3. Assume that CSU-trained horses are less appealing because of their age and older horses are the highlights of the sale.
4. Be careful to leave at least five hip numbers (horses) between any one consignor's horses.
5. Step back and look at the whole sale order. Does it make sense? Is it balanced? Does it optimize the opportunity for the horses likely to be high sellers?



## **Part 1 Marketing the Sale**

### **Section 4 Facebook**

**Social media is already interwoven into the fabric of our lives. It can't be left out of your marketing plan. While older buyers will want to use traditional media such as your print catalog for reference, you can reach internet savvy buyers and extend your reach further into the market using Facebook.**

**In developing your plan, look at the total number of consigned horses you intend to sell. Using two horse posts per weekday, count backwards from your sale day in order to find the start date. You may want to add extra days if you have other things to promote such as pre-sale auction items, etc.**

**We went with two horses per day in order to not overwhelm our viewers. In order to extend our reach, we asked our students to "like" and share the posts on their own pages. As the main administrator, I also added new people in the equine industry that I wanted to get to know to my personal page to extend our reach.**

**By creating a business/event page in Facebook, the page administrators have access to daily and weekly metrics. This will give you an idea of whether you are gaining new followers, growing your reach, and which posts are more successful.**

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# Marketing the sale on Facebook part 1

We put two horses up daily on the weekdays, totaling 10 horses per week and gave ourselves time to finish about a week and a half before the sale so we could also promote our pre-sale auction items, the student competition, and sale day.



For the colts we used candid shots, the majority taken by students, and Photoshopped them next to their black and white catalog shot.

These pictures on average were seen by 200-300 more people than the black and white photos of the aged horses

We used the same text recipe for each horse regardless of whether they were aged or young.

Hip # X – Horse Name is a year of birth color gender who is by sire out of dam. This mare/gelding is consigned by link to ranch's Facebook page if they have one.

When the sale catalog became available online we were already halfway through the horse posts on Facebook. Using Facebook allowed us to put our sale in front of the public earlier.

[https://www.facebook.com/pages/Legends-of-Ranching-Performance-Horse-Sale/281620718558343?hc\\_location=timeline](https://www.facebook.com/pages/Legends-of-Ranching-Performance-Horse-Sale/281620718558343?hc_location=timeline)

# Marketing the sale on Facebook part 2

## Marketing the pre-sale auction fundraising items

 **Legends of Ranching Performance Horse Sale** added 2 new photos.  
Posted by Victoria Dixie Crowe [?] · April 21 at 10:03am · 🌐

Pre-Sale Fundraiser Auction

This item will be auctioned off just prior to or during the sale of horses. Proceeds will directly benefit our Equine Sciences students and help fund a special educational trip this spring. We appreciate and encourage your kind participation!

Niswender Turquoise Jewelry and Bolo Tie  
Talented silversmith Gordon Niswender, Ph.D., a CSU Distinguished Professor who has long been involved in CSU's equine programs, has once again created unique, beautiful turquoise and silver jewelry and a matching bolo tie, complete with the Equine Sciences logo. To be worn with "Ram Pride!"



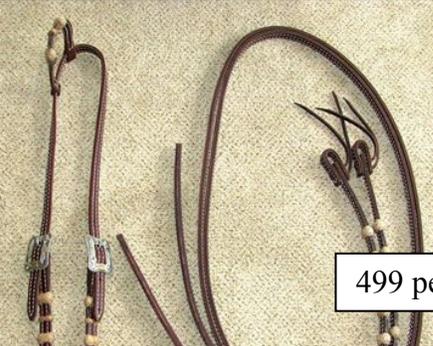
847 people saw this post

 **Legends of Ranching Performance Horse Sale**  
Posted by Victoria Dixie Crowe [?] · April 23 at 8:54am · 🌐

Pre-Sale Fundraiser Auction

This item will be auctioned off just prior to or during the sale of horses. Proceeds will directly benefit our Equine Sciences students and help fund a special educational trip this spring. We appreciate and encourage your kind participation!

Custom Bridle & Bit  
Dr. Jerry and Melinda Black have donated a beautiful custom headstall and reins. The bit is also custom-made and ready for your inspection. The craftsmanship is exceptional and this working bridle will look great on any horse!



499 people saw this post

To market the pre-sale auction items, we created a post with the text and photos used in the catalog.

The items per posted two per day after all the horses had been posted leading up to sale day.

We felt like color photographs tended to get higher views than black and white photographs in general.

Several of the auction items had more views than the majority of the horses.

They also got comments which didn't happen for a majority of the horses.

# Marketing the sale of Facebook part 3

**Metrics—getting an idea of how many people saw each post and what to change for the next sale**

Week of Apr 7 - Apr 13

**Legends of Ranching Performance Horse Sale**  
Build Audience · Promote Page [See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	1,087	1,027	5.8%
New Likes	60	17	252.9%
Weekly Total Reach	3,119	2,399	30.0%
People Engaged	385	360	6.9%

Facebook emailed weekly results to the students who are page administrators. This let us know that here was interest in the page and we had positive growth leading up to the

<https://www.facebook.com/pages/Legends-of-Ranching-Performance-Horse-Sale/>



On the Legends of Ranching Page, administrators could see the results for each post. What we learned was in general the colts had more page views, which we correlated to the fact they included color photographs where the aged horses only had the black and white photos. The posts that linked to a consignor's Facebook pages had more views than those without. Videos of aged horses provided by the consignor that we posted had the most views and likes. As we got closer to sale day and the views went up. The post of candid photos on the morning of the sale from the preview had the most views of anything we posted.

Legends of Ranching Performance Horse Sale

You are posting, commenting, and liking as Victoria Dixie Crowe — [Change](#)

**Page Manager** [Edit Page](#) [Build](#)

Posts · Notifications 20+

On behalf of the students, faculty and ...	1,636	--	<a href="#">Boost Post</a>
A belated thank you to Brighton Feed a ...	544	--	<a href="#">Boost Post</a>
Welcome to sale day! A few photos of t...	2,072	--	<a href="#">Boost Post</a>
Thank you to all our consignors and spo...	955	--	<a href="#">Boost Post</a>
One more day until sale day! We're rea...	716	--	<a href="#">Boost Post</a>
Students, faculty and staff are getting ...	1,662	--	<a href="#">Boost Post</a>

# Create invites to the Student Competition and the Sale on Facebook



You're "friend building" not just promoting the sale.

You want people to associate the Legends of Ranching Performance Horse Sale with feelings of being included, invited, and positive posts.





## **Part 1 Marketing the Sale**

### **Section 5 The Press Release**

**The audience for the press release is made up of two parties. First, there is the editor of the paper or news station. You have to make the release appealing enough to get noticed. The secondary audience is your target audience.**

**A good press release starts with a great lede. The lede is the most important part of the story that you want the reader to know first. It captures their attention and hopefully brings them into the story. The release needs to contain short sentences and convey the most important information about the event, which doesn't have to follow a linear time-line.**

**If the press release is exciting enough, the newspaper may assign a reporter to cover the event. The goal is to write it so that the editor doesn't have to go beyond the release to find the information. It is all there for him to publish. You should think of it as writing a mini news story.**

**With the volume of press releases that the media receives today you have to carefully craft your message. Include quotes from people at different levels of involvement in the event. The whole package should allow the editor to run it as a stand-alone story with or without the addition of a photo.**

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# The press release

Contact: Cassidy Kurtz, Program Coordinator  
Phone: 970-491-8666  
Email: cassidy.kurtz@colostate.edu

## CSU STUDENTS SHOW SUCCESS IN THE SADDLE WITH CONSIGNED HORSES 9<sup>th</sup> Annual Legends of Ranching Performance Horse Sale

**FORT COLLINS** -Students in the Equine Science Program have spent the year training American Quarter Horses consigned by well-know western ranches. They've been working the horses under saddle this term, exposing them to tracking cattle, roping, and riding in the round pen, arena and trail.

On April 26<sup>th</sup> at the B.W. Pickett Arena at the Equine Science Program on Overland Trail Drive, these 3-year-old horses will move through the sale ring with their student trainer one last time and be auctioned off to the highest bidder during the Legends of Ranching Performance Horse Sale. The sale fulfills buyer's dreams of acquiring well-bred young trained horses while preparing students to reach their dreams in the equine industry.

"While everyone may talk of averages and high-sellers, the real value is in the hands-on education they experience," said Dr. Jerry Black, Wagonhound Land & Livestock Chair in Equine Sciences. "Our buyers understand this, our consignors support this, and our advisory committee takes pride in this."

Students participating in the Equine Sales Production class also gain valuable experience learning to do pedigree research, write catalog notes, market and promote the event, as well as interacting with consignors and buyers.

"The education of our students and their experiences are the real long-term payoffs for buyers, consignors, the industry and the students," said Dr. Black.

Student Kate Baldwin has spent her year training a red roan filly consigned to CSU by Lindy Burch of Osbow Ranch.

"I'm excited for Captain Sport Joane to get out there and reach her full potential," said Baldwin. "This soft and responsive red roan filly not only gives 110% all the time, but also wants to please and is a quick learner."

"After class I watched Kate working with her mare," said Dixie Crowe, a student the Equine Sales Preparation class. "This filly is under saddle and unfazed. When the rope is thrown on her, or touches her in an area of her body where she can't see without turning her head, she isn't worried at all."

"When this sale started nine years ago, none of us could have foreseen or predicted where I stands today," said Dr. Black. "The sale itself has grown in size and reputation, and we are proud of the marketplace position it holds."

###

If you would like more information about the 9<sup>th</sup> Annual Legends of Ranching Performance Horse Sale, or to schedule and interview, please call Cassidy Kurtz at 970-491-8666 or email cassidy.kurtz@colostate.edu

The press release should be a complete short news story with all the elements that an editor at the paper could use to run it as it is, rewrite it for a for a news brief, or send a reporter out to interview someone for a more in-depth story.

Have pictures ready to go if the news media should request them.





## **Part 1 Marketing the Sale**

### **Section 6 The After-sale Survey**

**The main problem with any survey is not creating the content, but how to get it in the hands of people and get it filled out.**

**There are multiple ways to try and do this. The classic paper survey can't be a passive ask. You can't leave it on the table and expect people to answer it. Would you?**

**Try to think of the best way to get engage your audience. Whether that is handing it to them making it an active ask to complete at the time of purchasing a horse in the sales office. Should you send it as a follow-up in an email with a link to an electronic survey? Do you post it as part of your Facebook marketing?**

**To answer some of these questions you need to think about the way your audience engages with information in general and the questions you want answered. Are they meant for buyers only or do you want to collect data from a broader audience?**

**Finally, whatever questions you choose to ask think about how the answers will help you market your sale in the future. Not only to future buyers, but also to attract and keep sponsors and consignors.**

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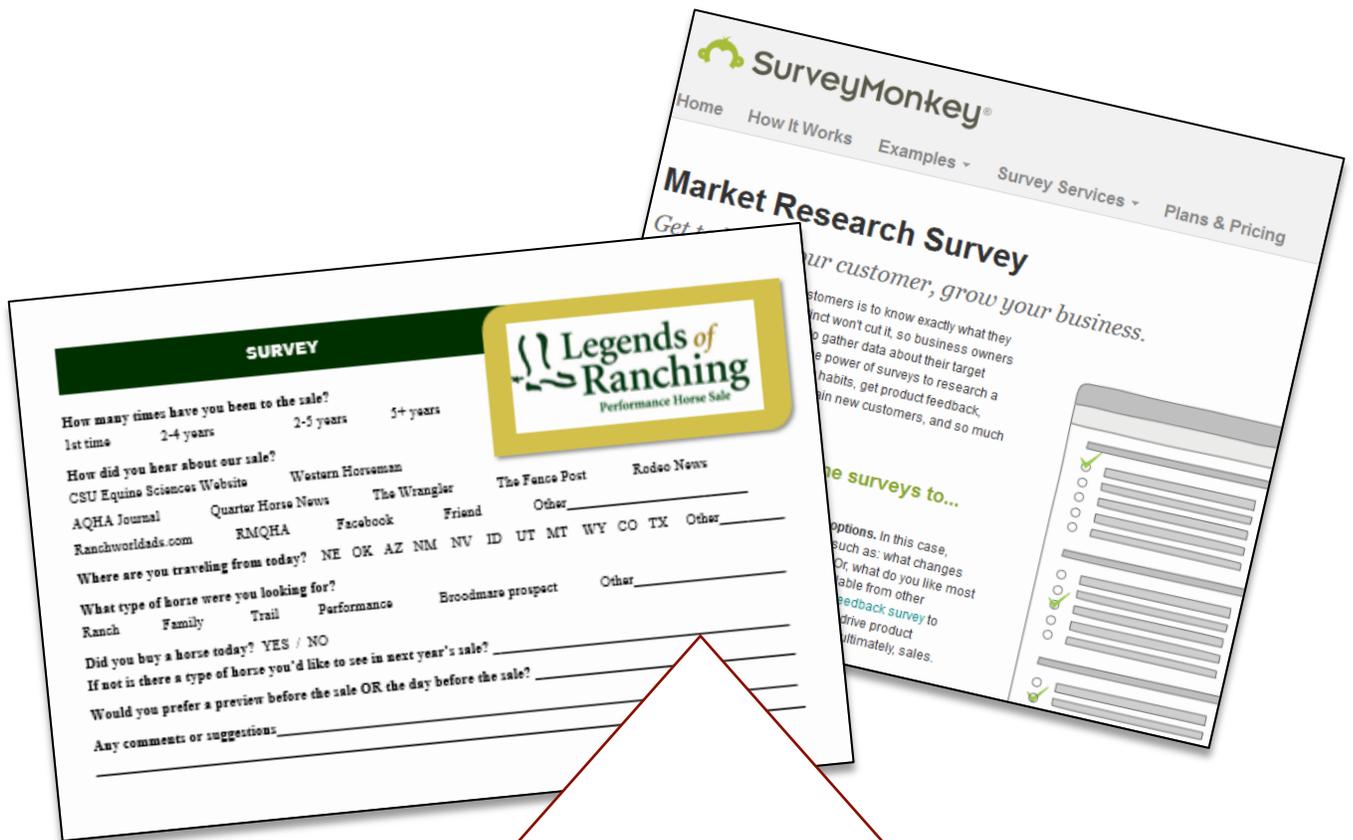
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# The after sale survey



The after sale survey is an important tool to capture more metrics about your sale.

The questions you ask on it can help you decide how to spend your marketing budget. Are you marketing in the right places? Do your buyers want the type of horses you are selling? How far does your marketing program reach? Are buyers coming from other states to attend your sale?

The problem...how to get it in people's hands. Leaving it out in the sales office is a more passive way to get results. Handing one to each buyer is more active but still may not return results because the buyer is making a transaction. Another possibility is sending it as e-survey.

Surveys are returned in notoriously small numbers which means you have to extrapolate the data and make assumptions. These assumptions should be weighed against the sale results. Was the sale well attended? Were the prices comparable with past sales?



## **Part 1 Marketing the Sale**

### **Section 7 After sale Recap for Local Media**

**The information in the after-sale recap is usually based on the information from your initial press release.**

**You may be asked to provide an article (a feature usually runs about 700 words plus 2 photos), or you may just be supplying information for someone else to write an article or news brief.**

**You need to convey the excitement of your sale in the piece. This is another part of your marketing plan. You're trying to remind attendees that they had a great time while filling in some information they may not have known about the sale. You're also trying to attract future buyers.**

**For our after-sale recap, an alumni of a locally produced national magazine offered to run a full feature article about the sale. Do you have resources like this that you can tap into to help promote your event?**

**Even if you're not able to get coverage in equine publication or the local news media, any coverage you do get can increase your friend building campaign and future buyer base.**

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# The after sale recap for local media



## CSU STUDENTS SHOW SUCCESS IN THE SADDLE WITH CONSIGNED HORSES

9<sup>th</sup> Annual Legends of Ranching Performance Horse Sale  
Dixie Crowe

**FORT COLLINS** - Last Saturday at the B.W. Pickett Arena on CSU's Equine Science campus, 3-year-old horses moved through the sale ring with their student trainers one last time as they were auctioned off to the highest bidder during the Legends of Ranching Performance Horse Sale.

Students in the Horse Training and Sales Preparation class, popularly known as the colt training class, have spent the year training American Quarter Horses consigned by well-know western ranches. They've been working the horses under saddle this spring, exposing them to tracking cattle, roping, and riding in the round pen, arena and trail.

"While everyone may talk of averages and high-sellers, the real value is in the hands-on education they experience," said Dr. Jerry Black, Wagonhound Land & Livestock Chair in Equine Sciences. "Our buyers understand this, our consignors support this, and our advisory committee takes pride in this."

The auction is made up of both the young horses trained by the students, as well as aged horses that arrived a few days before the sale. Cowboys and cowgirls from the consigning ranches rode the aged horses during the sale preview, which is the first chance most buyers have to see the horses in action. Riders had three minutes to show their horse's full potential with flat-work and aged-horses also had two minutes to work cattle.

Buyers were also invited to a special preview of the colts the weekend before during the Wagonhound Land and Livestock student competition. Student trainers competed in salesmanship in the morning and in the afternoon they moved their colts through gates, over a bridge, across a series of cavalettis and then into a pattern that included gait changes, stops with turns, as well as dismounting and handling their colt's hooves.

Students participating in the Equine Sales Production class gained valuable experience from pedigree research, writing catalog notes, producing, marketing and promoting the event, as well as interacting with consignors and buyers throughout the semester culminating with sale day.

The class also hosted the consignor mix-and-mingle event held in the Adams-Atkinson barn the night before the sale, which allowed students in both classes to meet consignors, sponsors and program advisory members.

"The education of our students and their experiences are the real long-term payoffs for buyers, consignors, the industry and the students," said Dr. Black.

Student Kate Baldwin, the winner of the student competition, which included a trophy saddle made by Zach Iddings of Iddings Makers and sponsored by Cowan Select Horses, spent her year training a red roan filly consigned to CSU by Lindy Burch of Oxbow Ranch.

If you have the opportunity to write a recap of the sale for local media, follow the same guidelines for the press release.

The sale was exciting, make sure the readers know that. If they went to the sale, they'll have warm memories. If they didn't go, maybe your story will stick in the back of their mind for next year.

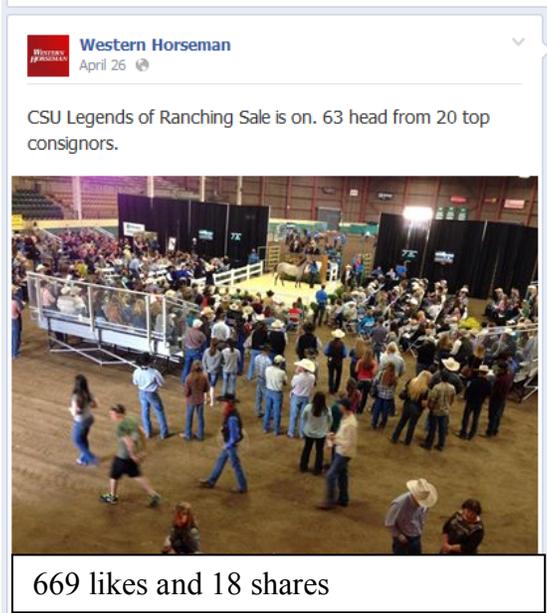


Photos by Ryan Brooks of RMB Photography

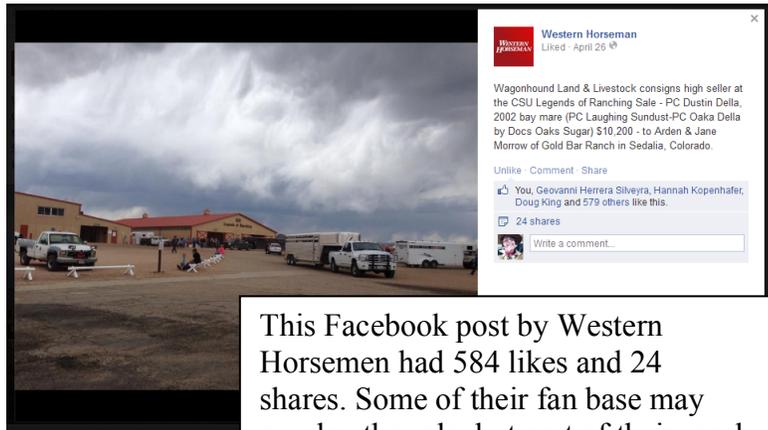
# Any coverage of your event is good coverage even if it doesn't generate a feature story



The first post by Western Horseman during the preview on sale day generated 2,248 likes and 82 shares.



669 likes and 18 shares



This Facebook post by Western Horsemen had 584 likes and 24 shares. Some of their fan base may overlap the sale, but part of their reach will extend your marketing to new people.

A post on my personal Facebook page generated an offer to make a prize for next year's student competition winner from a leading silversmith who is a member of the TCAA.





## **Part 1 Marketing the Sale**

### **Section 8 Event Marketing— Sponsors**

**Sponsors for our sale are locked in well in advance of the start of the sale class. The students do not participate in soliciting their business. However, they do make sure that they receive a special gift and a personal thank you note.**

**Some sponsors give in-kind donations that equal the value of one of the sponsorship levels (or more), and some of them purchase advertising.**

**It is important to cultivate these relationships and understand the value of their name recognition for your event.**

**For example, CINCH jeans supplies the clothing for students in both classes as well as faculty and staff to wear for the student competition and on sale day. They also provide a scholarship that is available to students in both classes which is not subject to financial need.**

**If someone new took over the sale in the future, we would want them to know that the importance of that relationship goes beyond an advertisement in our catalog and a banner in the arena.**

**Another thing that we do to thank our sponsors is to invite them to our consignor dinner and we give them a thank you gift in honor of their support and a personal thank you note written and signed by a student in the sale class.**

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# Event Sponsorship

## The foundation of the event along with consigned horses



We sell and trade for in-kind services for event sponsorships at two levels, Gold and Green.

In exchange they get advertising space in our sale catalog, banners in the arena, and in some cases they also get booth space (depending on sponsorship level).

<http://webdoc.agsci.colostate.edu/equine/Web-LOR-Catalog-2014-www.pdf>



# Sponsorship Green Level

- Sponsor advertisement (full page, four-color) in sale catalog
- Sponsor ID on CSU\_ES Legends of Ranching webpage with link
- Sponsor ID on signage (all signage provided by sponsor);
  - Two (2) 3'x6' four-color banners on wall of the arena (sale and preview)
- Booth space for sponsor on floor of arena for preview and sale, circulation 500+
- Invitation for four (4) to attend Pre-sale Consignor's Dinner (Friday evening)

Package value \$1,000



**Hilton**  
Fort Collins



Rawhide & 'Roo



**AQHA**  
AMERICAN QUARTER  
HORSE ASSOCIATION



Joe B. Strinklin, DVM, LLC

ROCKY  
MOUNTAIN  
QUARTER  
**HORSE**  
ASSOCIATION



Niswender  
Silversmiths



**Equithrive**



# Sponsorships Gold Level

- Sponsor advertisement (full page, four-color) in sale catalog
- Sponsor ID on CSU\_ES Legends of Ranching webpage with link
- Sponsor ID on signage (all signage provided by sponsor);
  - Two (2) 3'x6' four-color banners on wall of the arena (sale and preview)
- Booth space for sponsor on floor of arena for preview and sale circulation 500+
- Invitation for four (6) to attend Pre-sale Consignor's Dinner (Friday evening)
- Year-round banner at the B.W. Picket Center, over 10,000 visitors annually

Package value \$5,000



GEORGE & NICOLE PHILIPS



Neil Hansen



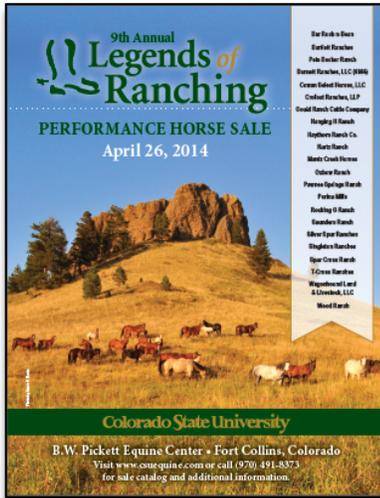
TRAIN | COMPETE | WIN



# Advertising the sale



Online banners for website advertisements



AQHA advertisement



Rodeo News advertisement



Western Horseman advertisement



Canadian Horse Journal advertisement

Promotional items following the same recognizable event branding.



One key to successful advertising is consistent recognizable branding of the event.

The boot logo is on every piece of material.

There are two photographs that appear in every advertisement but they look so related because of color and the white horse. Even though the photos have been manipulated, there are important consistencies.

This also follows through to our catalog cover.



## **Part 1 Marketing the Sale**

### **Section 9 Using live promotion during the student competition and sale**

**It can't be restated enough, buyers are here for horses. They may have been attracted by the catalog notes, the pictures on Facebook, or the horse's pedigree and potential.**

**You've gotten them in the door, now what?**

**During the student competition and sale preview you are giving your buyers access to the student trainers and consignors and their riders. The other element you're providing is a horse in action performing a job. You're using live promotion.**

**To capitalize on this form of marketing, we hired a video company to capture footage of the horses during the student competition and sale preview to run while each horse was in the sale ring.**

**Several hours may have passed since the horse a buyer liked was run in the preview. A quick visual reminder on the video monitor can keep the desire for that horse kindled as prices rise. You're also running that horse in the ring just feet away from the buyer.**

**All these efforts hopefully combine into the perfect storm selling your horses for top dollar.**

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# The Wagonhound Land and Livestock Student Competition is a Live Promotion Event

Consignor's colts are available to prospective buyers in a competition that shows the level of training each colt has received.

On the morning of the preview, colts get a shorter preview time than aged horses. However, the video footage played as each one enters the sale ring is from the student competition, giving buyers who were unable to attend the sale more information.



The Wagonhound Land and Livestock logo is embroidered on the back of the shirts.



The shirts and jeans worn by students and faculty are provided by CINCH jeans.



# Advertising during the sale with video footage reminding buyers that the horse in the ring can work under saddle

The image shows a Facebook post from the page 'Western Horseman' dated April 26. The post title is 'CSU Legends of Ranching Sale consignors.' The main image is a wide-angle shot of a large indoor arena filled with people, many wearing cowboy hats, gathered around a central dirt ring where a horse is being shown. Two red circles highlight video monitors on the back wall of the arena, with white arrows pointing from text boxes above to each monitor. The bottom of the post shows the Facebook interface with 'Unlike · Comment · Share' and a comment count of 18.

Western Horseman  
April 26

CSU Legends of Ranching Sale consignors.

The footage for each horse is started by once they enter the ring and is looped until they exit.

Video specific to each horse from the student competition and morning preview plays on the monitors on either side of the sale ring during the sale.

Unlike · Comment · Share 18

# The perfect marketing storm

Consigned by Haythorn Ranch Company

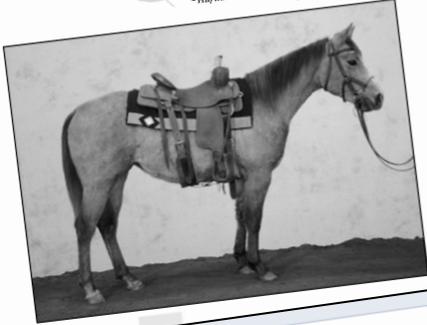
**Black Cat 1812**  
2011 Gray Mare

Black Cat 1812  
5305385

Freckles Black Cat

Lean Sun Freckles  
Cats Trojan  
Blair Gun  
Haythorn 812

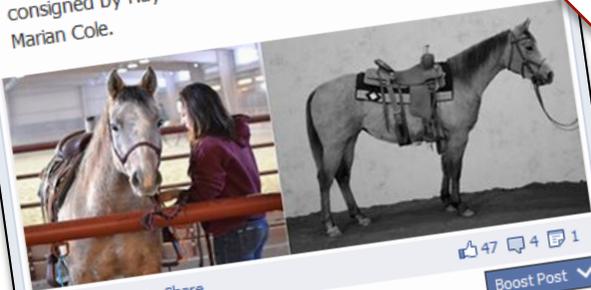
Freckles Playboy  
Kachina Lena Sun  
High Brow Cat  
Sr Elbad  
Playgan  
Miss War Chips  
Stackalitz Mickey  
Mons Twelve



Black Cat 1812  
Her granddaddy  
and is by 2011  
have earned  
Real Gun, an  
and \$48,149  
and cutting.  
student Mari

**Legends of Ranching Performance Horse Sale**  
Posted by Victoria Dixie Crowe [?] · March 3

Hip # 1 Black Cat 1812 is a 2011 gray mare who is by Freckles Black Cat and out of Toy Gun 812. This horse is consigned by Haythorn Ranch Co. Trained by CSU student Marian Cole.



Like · Comment · Share

992 people saw this post

47 4 1

Boost Post



Hopefully your marketing plan has consistently been carried all the way through to the event.

From your catalog, your Facebook posts, prospective buyers getting to experience your live marketing seeing the horse in action at the student competition and/or sale preview, and getting a chance to talk to the student trainer and/or consignor.

Finally, the horse is in the sale ring a few feet away. Once again you're using live marketing plus the video footage to remind the buyer why they want this horse as the price begins to climb during the auction.



## Part 2 The Event

**While everything we do in the sale class is leading towards the big event, there are several sections that need to be covered in order to understand how the student competition and sale day will work and how to use your personnel effectively.**

**We'll discuss who the personnel that are part of the sale. They go beyond the students, faculty and staff.**

**Next we'll cover how to run the student competition and the sale. There are similar components to each, but they have different goals, preparation and staffing needs.**

**Finally, we'll wrap up the event with important final projects and a look back at what went well and what can be improved for next year.**

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## **Part 2 The Event**

### **Section 10 Personnel**

**The personnel for the event include faculty, staff and students, but we also hire equine industry professionals.**

**We need an auctioneer, announcer, an announcer assistant, bid spotters, a professionally set up sale ring with a tote board and monitors, video crew to produce our sale ring footage, sale clerks, runners, sales office staff, the online auctioneer, auction ring attendants, etc.**

**We've provided a power point presentation covering all these areas as part of this manual. There may be other positions that you decide to hire from the equine industry to help with your event beyond the list that we use.**

**You may find that you need to hire more event staffing that goes beyond using students. One thing to consider in your plan is hiring security for your event. The horses and materials at the sponsor and consignor booths are valuable. Better safe than sorry.**

**We use our students to set-up and take down the arena for both the student competition and sale. Depending on their committees students may also have specific jobs during the week leading up to and during the sale.**

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## **Part 2 The Event**

### **Section 11 Student Competition & Sale**

**The student completion is put together by the committee which includes creating an event invitation which mailed out ahead of the event, the program which introduces the judges, explains the competition with pictures of both the salesmanship and riding patterns.**

**The students set up the arenas for the consignor diner, the student competition and sale day. There are extensive chore lists that students commit to as well as filling in where-ever needed.**

**The Sale is the culmination of a semester's worth of work by the sale class and the end of a year's worth of work by the faculty and staff. Final committee work happens during sale week up through the sale itself. This includes the consignor dinner and gifts, packets for check-in and out, sale packets, stalling charts and stall cards, and much more.**

**After the sale, the students help breakdown the arena, stacking rental chairs and tables, assisting consignors and sponsors move the contents of their booths to their trucks, take down the sale ring and announcer block, breakdown the temporary fencing, rolling up banners, and general cleaning needed to restore the facilities to their pre-sale pristine condition.**

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## **Part 2 The Event**

### **Section 12 Wrap Up**

**Wrapping up a large-scale event is more than returning rental chairs and tables, breaking down the equipment, and putting everything away until next year's sale.**

**Making sure that consignors, sponsors and personnel receive hand written notes from the sales class is an important gesture of friendship and goodwill from the Equine Science Program. Especially in our electronic-era, a handwritten note is particularly touching. It also shows that you are willing to take an extra step and make an investment in your supporters.**

**This is also a time to assess what went well and what could be improved for the next sale. For the sale class this includes writing a reflection paper about their involvement in the sale and touching on these issues. Any comments heard by students and staff during the sale should also be recorded.**

**This is also a point when sale metrics can be evaluated. Did the sale go well? How many of the horses were repurchased? Were there any problems during the sale that people actively fixed? How can we avoid them in the future?**

**While you cannot please everyone, the goal should always be to provide the best experience and customer service for consignors, sponsors and buyers that you can.**

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