

Select Stallion Auction & Futurity Report

March 2011

2009 Auction

The 2009 Auction brought in \$22,200 for stud fees and \$1800 for mare nominations fees, for a total of \$24,000. At the start of the 2009 Regional show, there was approximately \$14,000 bid on-line. There are potentially 11 purebred foals and 6 partbred foals eligible for the Futurity Classes. The Halter Futurity will be held in 2012 and the prize money awarded will be as much as \$10,800.

The prize money breakdown for the top 5 will be 35% (champion), 25% (reserve), 10%, 10%, 10% plus 10% to the breeder of the champion. If there are fewer than 5 entrants in a Halter Futurity class, the percentage will remain the same for those placed. The remaining prize money will be added to the Performance Futurity division to be held in 2015, when all remaining prize money from the 2009 Auction will be distributed.

2010 Auction

There were 36 Stallions and 42 donated breedings offered. At the start of the 2010 Regional show, we had received bids totalling \$4,000. Eighteen breedings were sold and a total of \$8,220 collected. Only 6 breedings sold for more than the minimum bid. Once again, we had problems with high bidders not paying up, so we ended with \$1600 less than expected.

Every stallion auction had a tough year in 2010 with fewer breedings sold and more bidders defaulting on payments.

The Mare Nomination forms will be sent out at the end of the breeding season to the successful bidders and the stallion owners .

2011 Auction

We have to date received 15 Stallion Nomination forms for the 2011 Auction; another 14 stallion owners have committed to donating a breeding. The deadline for nominating a stallion is June 1st.

Program Changes for 2011

Last fall there were many discussions among the committee members about improving the participation and the value of the auction and futurity.

Stallion Nominations

- Give the stallion owner the option of setting the starting bid at 25% or 50% of the advertised stud fee
- Add more non-Arabian stallions to broaden buyers' options

Non-paying Bidders

- Publish their names on the Futurity website
- Develop a new bidding form which includes a clause that the bidder agrees to make full payment within 3 days of notification of having the highest bid and have them make the payment on-line through PayPal.

Promotion and Display Booth

- Stallion page on the Futurity website now includes pedigrees and video links
- Facebook Fan page has been created, with more pictures of the stallions and their offspring and videos
- The booth at the Regionals will have pictures of all Stallions and there will be a monitor running a slideshow and videos - monitor & media courtesy of committee members
- Duty roster for committee members to make sure all bases are covered and the booth is manned at peak times
- Certificates of Enrolment that stay with the horse will be sent to owners of the nominated mares, as eligibility for the futurity will add value to the horse!

We welcome any suggestions for improving the program.

Wendy Don

Region 17 Select Stallion Auction Committee