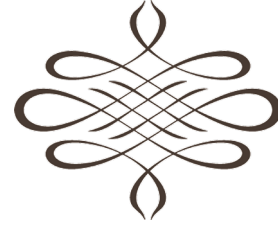




The Superior Horse Sale  
 131 East Exchange Ave, Suite 121  
 Fort Worth, TX 76164  
 Office: 800-422-2117  
 Fax: 817-378-3380  
[www.superiorlivestock.com](http://www.superiorlivestock.com)



Dear Superior Family Member,

As part of our “Superior Family” we invite you to consign in the Superior Spring Horse Sale. We are pleased to invite top-end performance horses raised and trained by Superior Productions and Superior Livestock customers, employees, representatives and friends. The Superior Horse Sale will be showcased on *The American Rancher*, *Superior Sunrise*, Superior Livestock Auction/Productions Facebook page, YouTube and online at [www.superiorlivestock.com](http://www.superiorlivestock.com). The sale will be held on Saturday, September 14, 2019 at the Superior Livestock Auction Studio in the Historic Fort Worth Stockyards and broadcast on network television. As always, we encourage you to put your best horse forward for this special offering!

Please send information to the Superior Productions’ office **DEADLINE-5PM, August 19, 2019.**  
**The following forms must be completed on each horse.**

1. Original registration certificate
2. Signed transfer form from specific breed registry
3. Good quality still photos and video (see specs)
4. Copy of negative coggins
5. Entry fee is \$300 per horse. Entry fee in non-refundable. Sale commission is 7% of the gross sale.

Consignor Name: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Horse’s Name \_\_\_\_\_ Registration No. \_\_\_\_\_ Breed \_\_\_\_\_

Gelding \_\_\_\_\_ Mare \_\_\_\_\_ Color \_\_\_\_\_ Date Foaled \_\_\_\_\_ Height \_\_\_\_\_

**Remarks:** Below, please provide all known information about the horse’s background (ranch work, roping, cutting, team penning). Include information on disposition of the horse. Irregularities, such as cribbing and weaving must be disclosed. All information must be correct; do not falsify information. Please represent your horse honestly!

**COMMENTS**

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## Terms & Conditions

### 2019 Superior Fall Horse Auction

1. The sale will be held on **September 14, 2019** at the Superior Studio, 131 E. Exchange Ave. Suite 121, Fort Worth, TX, 76164. Horses are not onsite and are sold on network television and superiorclicktobid.com. Contract deadline is 5:00pm, August 19, 2019. The sale is open to registered, broke geldings and mares. A limited number of unregistered horses are accepted. A non-refundable consignment fee of \$300.00 must be paid in advance. Commission is 7% of the gross selling price.
2. All funds from buyers must be received within 3 business days to Superior Livestock (above address). Seller will receive payment from Superior once buyer funds are received and buyer has picked up horse and accepted sale offering (no later than 21 days following the sale). Consignment checks will be made to the owner as it appears on the registration paper. No double transfers please.
3. Each nomination must be submitted with a completed, signed consignment form, original registration certificate, copy of negative coggins (6mo) and properly signed transfer form. Horses must be properly registered with the proper breed association upon nomination. Horses with pending registration will not be accepted.
4. Sale order will be determined by sale management, Superior Productions.
5. Sale Management reserves the right to reject any entry. This can include but is not limited to any horse that management feels is not up to the quality of the sale due to sickness, poor condition, injury, drugging or otherwise.
6. Each horse is required to be Coggins tested Negative (within 6 months of sale) and have health papers on hand by sale date so that they may be shipped to the buyer in a timely manner. Additional state mandated health tests may be necessary.
7. Each owner declares that the title of each entry is free of any and all liens and will warrant the title to the same.
8. All photos submitted with consignment for publication are at risk and liability of the consignor. Superior Productions will not be held liable for copyright infringements. Photos/Video will not be returned.
9. Any blemish, cut, scar, swelling or other irregularity, must be disclosed to the sale management who reserves the right to announce findings from the auction block. Violation and failure to announce, may give the prospective buyer the right to return the horse to the consignor. If this should happen, the consignor will still be liable for the commission fee.
10. If the sale management company does not receive cleared payment for your sold horse (stop payments, turn downs, etc.), you will not receive payment. It will also be the consignor and buyer's responsibility to coordinate delivery, pick-up or meeting location for their sold horse.

11. Sale Management, auctioneer or employees of the sale are not acting as an agent or representative of the seller or buyer but a means to bring buyer and seller together for purposes of a sale transaction.

The undersigned consignor represents that the information stated above is true and correct and submits the above described horse for consignment.

Consignor: \_\_\_\_\_ Date: \_\_\_\_\_



## Video Instructions for Horses

Thank you for the opportunity to showcase your horse in the Superior Spring Horse Sale. In an effort to provide the absolute best footage possible, and show a clear idea of your horse's capabilities, we have created a set of guidelines and suggestions to help in the filming process.

### Still Picture and Video Preparation

- Make sure your horse is clean, groomed, clipped and coat shows well.
- Film in clean tack that fits your horse and his/her specialty.
- Use a background that is clean of trash, equipment and other distracting elements.
- Surroundings must be appealing and suitable for national television.
- Do not allow other animals in the picture. It's all about your horse!
- Still pictures must be suitable for publication, please send in 300 DPI.
- WE WILL NOT PULL STILL FROM VIDEO.

### Required elements

- Show horse without a saddle horse led in a pattern to view all sides. Lead horse towards and away from camera to show front and rear views: these shots will help to show confirmation of the horse.
- Video horse with rider at a walk, trot and lope in both directions-include stops, basic turns and neck reining.
- Show the "specialty" of the horse (roping, barrels, reining, cutting, etc). If you have a horse that is good on the trail, include footage. Does your horse work cattle? Show it!

### Extra footage you may want to include

- Pick up horses' feet.
- Working in a round pen.
- Trailer loading and unloading.
- Opening and closing gates.
- Does your horse work well with children? Show it!

### Required technical elements

- Shoot in High Definition.
- 1280 X 720 or higher and in a 16:9 aspect ratio.
- **You must use a level tripod.** This is very important!
- Adjust tripod height to the middle of your horse's side.
- Move the camera from left to right with your horse.
- Frame up your horse and zoom in until your horse fills the screen without cutting off the head, feet or tail!
- Having good light is **VERY** important for good video.
- Do not shoot into the sun. Always have the sun at your back.

**Please call Superior Productions for any help needed! 800-431-4452**

**Contract Deadline: 5:00 PM, August 19, 2019**

- Original registration papers, copy of negative coggins and signed transfer form
- 3-5 quality still photos \* **WE WILL NOT PULL STILL FROM VIDEO\***
- NO LESS THAN 8-10 minutes of quality video

## Payment Authorization

\_\_\_\_\_ Check for consignment fee enclosed (*\$300 per horse*)

\_\_\_\_\_ Credit Card (*please note that a 3.8% fee will apply*)

Name on the credit card: \_\_\_\_\_

C.C number \_\_\_\_\_

Expiration date: \_\_\_\_\_

Billing Zip code: \_\_\_\_\_

Type: **Visa / Mastercard / American Express / Discover**

**Yes/ No** I authorize Superior Livestock to charge this credit card. A 3.8% fee will apply to all credit card transactions.

**Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_

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