



2020 KEENELAND SEPTEMBER YEARLING SALE MEDIA KIT

SCHEDULE

Dates: Sept. 13-25

(No sale on Tuesday, Sept. 15)

Keeneland Sales Pavilion

4,272 horses cataloged

The sale catalog is available on September.Keeneland.com and Keeneland.com.

The entire sale will be streamed live on Keeneland.com.

Book 1

Sessions begin at noon ET.

Sunday, Sept. 13 Hips 1-224 (224 head)

Monday, Sept. 14 Hips 225-448 (224 head)

No sale Tuesday, Sept. 15

All remaining sessions begin at 10 a.m.

Book 2

Wednesday, Sept. 16 Hips 449-834 (386 head)

Thursday, Sept. 17 Hips 835-1218 (384 head)

Book 3

Friday, Sept. 18 Hips 1219-1618 (400 head)

Saturday, Sept. 19 Hips 1619-2019 (401 head)

Book 4

Sunday, Sept. 20 Hips 2020-2415 (396 head)

Monday, Sept. 21 Hips 2416-2812 (397 head)

Book 5

Tuesday, Sept. 22 Hips 2813-3192 (380 head)

Wednesday, Sept. 23 Hips 3193-3572 (380 head)

Book 6

Thursday, Sept. 24 Hips 3573-3922 (350 head)

Friday, Sept. 25 Hips 3923-4272 (350 head)

MEDIA CONTACTS

Director of Communications

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FTP Site and Media Resources

September Sale video and still photos are available on Keeneland's FTP site for editorial use. During Books 1 and 2 and periodically throughout the remainder of the sale, the site will feature sale ring video and photos of top-priced horses along with sale b-roll and scenic shots.

Access to the FTP site does not require a username or password. To receive a link to the site, please email Amy Gregory (agregory@keeneland.com) or Amy Owens (aowens@keeneland.com).

Photos and video are intended for editorial, noncommercial use only. Please credit as "Keeneland photo" or "Keeneland video."

In addition, Keeneland will provide the following coverage of the September Sale:

- Visit Keeneland.com and social media (Facebook, Instagram and Twitter) for sales news.
- During Books 1 and 2, timely updates about top-priced horses will be posted on Keeneland.com and on Keeneland's social media.
- Press releases recapping each of the 12 sessions will be distributed daily via email and posted on Keeneland.com.

Keeneland.com contains a wealth of information about Keeneland sales. Features include searchable catalogs and results dating back to 1999 and a list of stakes-winning sales graduates that can be sorted and downloaded.

KEENELAND SALES STAFF

Bill Thomason	President and CEO
Shannon Arvin	President-Elect and Interim Head of Sales
Mark Maronde	Director of Sales Development
Geoffrey G. Russell	Director of Sales Operations
Ryan Mahan	Director of Auctioneers
Brent Hacker	Director of Sales Accounting
Chip McGaughey	Relationship Manager
Dean Roethemeier	Relationship Manager
Kyle Wilson	Relationship Manager
Ashley Whalen	Racing and Sales Operations Manager
Christina Blacker	U.S. Representative
Gabby Gaudet	U.S. Representative
Scott Hazelton	U.S. Representative
Ed Prosser	European Representative
Kate Hunter	Japanese Representative
Barry Bowditch	Australasian Representative

2019 September Yearling Sale Session Breakdowns

Session	Date	# Sold	Gross	Average	Median	Million \$	RNAs	RNA%	Outs	Cataloged
1	Monday, Sept. 9	121	\$50,731,000	\$419,294	\$325,000	7	30	19.87%	39	190
2	Tuesday, Sept. 10	119	\$50,452,500	\$423,971	\$330,000	5	37	23.72%	34	190
	<i>Subtotal</i>	<i>240</i>	<i>\$101,183,500</i>	<i>\$421,598</i>		<i>12</i>	<i>67</i>		<i>73</i>	<i>380</i>
3	Wednesday, Sept. 11	127	\$65,547,000	\$516,118	\$375,000	8	26	16.99%	36	189
	<i>Subtotal</i>	<i>367</i>	<i>\$166,730,500</i>	<i>\$454,307</i>		<i>20</i>	<i>93</i>		<i>109</i>	<i>569</i>
No Sale Thursday, Sept. 12										
4	Friday, Sept. 13	232	\$55,589,000	\$239,608	\$200,000	1	83	26.35%	50	365
	<i>Subtotal</i>	<i>599</i>	<i>\$223,319,500</i>	<i>\$372,821</i>		<i>21</i>	<i>176</i>		<i>159</i>	<i>934</i>
5	Saturday, Sept. 14	234	\$44,726,000	\$191,137	\$160,000	1	84	21.75%	47	365
	<i>Subtotal</i>	<i>833</i>	<i>\$267,045,500</i>	<i>\$320,583</i>		<i>22</i>	<i>260</i>		<i>206</i>	<i>1,299</i>
6	Sunday, Sept. 15	271	\$31,175,000	\$115,037	\$85,000	0	95	25.96%	55	421
	<i>Subtotal</i>	<i>1,104</i>	<i>\$298,220,500</i>	<i>\$270,127</i>		<i>22</i>	<i>355</i>		<i>261</i>	<i>1,720</i>
7	Monday, Sept. 16	287	\$27,906,500	\$97,235	\$70,000	0	86	23.06%	49	422
	<i>Subtotal</i>	<i>1,391</i>	<i>\$326,127,000</i>	<i>\$234,455</i>		<i>22</i>	<i>441</i>		<i>310</i>	<i>2,142</i>
8	Tuesday, Sept. 17	284	\$15,883,700	\$55,929	\$40,000	0	93	24.76%	44	421
	<i>Subtotal</i>	<i>1,675</i>	<i>\$342,010,700</i>	<i>\$204,185</i>		<i>22</i>	<i>534</i>		<i>354</i>	<i>2,563</i>
9	Wednesday, Sept. 18	299	\$13,174,500	\$44,062	\$32,000	0	72	19.41%	50	421
	<i>Subtotal</i>	<i>1,974</i>	<i>\$355,185,200</i>	<i>\$179,931</i>		<i>22</i>	<i>606</i>		<i>404</i>	<i>2,984</i>
10	Thursday, Sept. 19	313	\$9,008,600	\$28,781	\$20,000	0	45	12.57%	62	420
	<i>Subtotal</i>	<i>2,287</i>	<i>\$364,193,800</i>	<i>\$159,245</i>		<i>22</i>	<i>651</i>		<i>466</i>	<i>3,404</i>
11	Friday, Sept. 20	261	\$4,514,800	\$17,298	\$11,000	0	75	22.32%	86	422
	<i>Subtotal</i>	<i>2,548</i>	<i>\$368,708,600</i>	<i>\$144,705</i>		<i>22</i>	<i>726</i>		<i>552</i>	<i>3,826</i>
12	Saturday, Sept. 21	216	\$2,299,500	\$10,646	\$6,500	0	29	11.84%	167	412
	<i>Subtotal</i>	<i>2,764</i>	<i>\$371,008,100</i>	<i>\$134,229</i>		<i>22</i>	<i>755</i>		<i>719</i>	<i>4,238</i>
13	Sunday, Sept. 22	210	\$1,340,300	\$6,382	\$3,600	0	33	13.58%	163	406
	TOTAL	2,974	\$372,348,400	\$125,201	\$47,000	22	788	20.95%	882	4,644

September Sale Gross, Average, Median Figures for Books 1 and 2 (2009-2019)

Sale		Session 1	Session 2	Session 3	Session 4	Session 5	Session 6
2019	Book	Book1	Book 1	Book 1	Book 2	Book 2	
	No. Sold	121	119	127	232	234	
	Gross	\$50,731,000	\$50,452,500	\$65,547,000	\$55,589,000	\$44,726,000	
	Average	\$419,294	\$423,971	\$516,118	\$239,608	\$191,137	
	Median	\$325,000	\$330,000	\$375,000	\$200,000	\$160,000	
2018	Book	Book1	Book 1	Book 1	Book 1	Book 2	Book 2
	No. Sold	138	168	151	139	284	264
	Gross	\$48,620,000	\$65,835,000	\$52,883,000	\$49,475,000	\$51,049,700	\$36,054,000
	Average	\$352,319	\$391,875	\$350,219	\$355,935	\$179,752	\$136,568
	Median	\$260,000	\$300,000	\$270,000	\$300,000	\$140,000	\$117,500
2017	Book	Book1	Book 2	Book 2	Book 2		
	No. Sold	95	194	194	198		
	Gross	\$54,175,000	\$48,221,000	\$47,018,000	\$47,231,000		
	Average	\$570,263	\$248,562	\$242,361	\$238,540		
	Median	\$500,000	\$200,000	\$180,000	\$175,000		
2016	Book	Book1	Book 1	Book 1	Book 2	Book 2	
	No. Sold	108	119	119	242	224	
	Gross	\$34,531,000	\$37,959,000	\$47,735,000	\$38,898,000	\$30,383,000	
	Average	\$319,731	\$318,983	\$401,134	\$160,736	\$135,638	
	Median	\$267,500	\$290,000	\$300,000	\$130,900	\$100,000	
2015	Book	Book 1	Book 1	Book 1	Book 2	Book 2	
	No. Sold	150	142	151	258	267	
	Gross	\$ 44,642,000	\$ 42,965,000	\$ 46,754,000	\$ 38,462,000	\$ 32,095,000	
	Average	\$ 297,613	\$ 302,570	\$ 309,629	\$ 149,078	\$ 120,206	
	Median	\$ 265,000	\$ 245,000	\$ 250,000	\$ 120,000	\$ 100,000	
014	Book	Book 1	Book 1	Book 1	Book 1	Book 2	Book 2
	No. Sold	120	121	104	128	294	250
	Gross	\$ 33,165,000	\$ 37,788,000	\$ 29,615,000	\$ 41,585,000	\$ 35,634,500	\$ 28,430,000
	Average	\$ 276,375	\$ 312,298	\$ 284,760	\$ 324,883	\$ 121,206	\$ 113,720
	Median	\$ 245,000	\$ 280,000	\$ 200,000	\$ 225,000	\$ 100,000	\$ 90,000
2013	Book	Book 1	Book 1	Book 1	Book 1	Book 2	Book 2
	No. Sold	130	139	135	142	280	290
	Gross	\$ 34,735,000	\$ 34,886,000	\$ 41,890,000	\$ 41,874,000	\$ 35,308,000	\$ 28,229,000
	Average	\$ 267,192	\$ 250,978	\$ 310,296	\$ 294,887	\$ 126,100	\$ 97,341
	Median	\$ 200,000	\$ 200,000	\$ 240,000	\$ 210,000	\$ 112,500	\$ 80,000
2012	Book	Book 1	Book 2	Book 2	Book 2		
	No. Sold	75	186	196	198		
	Gross	\$ 30,290,000	\$ 32,240,000	\$ 34,573,000	\$ 35,750,000		
	Average	\$ 403,867	\$ 173,333	\$ 176,393	\$ 180,556		
	Median	\$ 350,000	\$ 150,000	\$ 145,000	\$ 140,000		
2011	Book	Book 1	Book 1	Book 2	Book 2	Book 2	
	No. Sold	67	62	200	215	209	
	Gross	\$ 25,260,000	\$ 20,340,000	\$ 32,756,500	\$ 32,819,500	\$ 34,040,500	
	Average	\$ 377,015	\$ 328,065	\$ 163,783	\$ 152,649	\$ 162,873	
	Median	\$ 350,000	\$ 300,000	\$ 127,500	\$ 130,000	\$ 130,000	
2010	Book	Book 1	Book 1	Book 2	Book 2	Book 2	Book 2
	No. Sold	69	58	204	196	197	217
	Gross	\$ 23,965,000	\$ 20,340,000	\$ 27,292,000	\$ 23,859,000	\$ 23,234,000	\$ 23,297,500
	Average	\$ 347,319	\$ 350,690	\$ 133,784	\$ 121,730	\$ 117,939	\$ 107,362
	Median	\$ 250,000	\$ 312,500	\$ 97,500	\$ 85,000	\$ 100,000	\$ 85,000
2009	Book	Book 1	Book 1	Book 2	Book 2		
	No. Sold	107	115	229	252		
	Gross	\$ 24,949,000	\$ 33,807,000	\$ 32,718,000	\$ 26,185,500		
	Average	\$ 233,168	\$ 293,974	\$ 142,873	\$ 103,911		
	Median	\$ 200,000	\$ 250,000	\$ 100,000	\$ 75,000		

September Sale Gross, Average, Median Figures for Books 1 and 2 (2004-2008)

Sale		Session 1	Session 2	Session 3	Session 4
2008	Book	Book 1	Book 1	Book 2	Book 2
	No. Sold	154	146	270	267
	Gross	\$ 56,047,000	\$ 57,310,000	\$ 50,807,000	\$ 40,534,700
	Average	\$ 363,942	\$ 392,534	\$ 188,174	\$ 151,815
	Median	\$ 300,000	\$ 300,000	\$ 160,000	\$ 125,000
2007	Book	Book 1	Book 1	Book 2	Book 2
	No. Sold	171	166	260	257
	Gross	\$ 67,395,000	\$ 77,982,000	\$ 52,835,000	\$ 45,078,500
	Average	\$ 394,123	\$ 469,771	\$ 203,212	\$ 175,403
	Median	\$ 300,000	\$ 332,500	\$ 160,000	\$ 150,000
2006	Book	Book 1	Book 1	Book 2	Book 2
	No. Sold	163	161	265	273
	Gross	\$ 87,900,000	\$ 94,960,000	\$ 48,275,000	\$ 41,774,500
	Average	\$ 539,264	\$ 589,814	\$ 182,170	\$ 153,020
	Median	\$ 310,000	\$ 300,000	\$ 150,000	\$ 120,000
2005	Book	Book 1	Book 1	Book 2	Book 2
	No. Sold	188	184	282	263
	Gross	\$ 88,712,000	\$ 98,502,000	\$ 50,257,000	\$ 34,344,000
	Average	\$ 471,872	\$ 535,337	\$ 178,216	\$ 130,586
	Median	\$ 300,000	\$ 272,500	\$ 130,000	\$ 100,000
2004	Book	Book 1	Book 1	Book 2	Book 2
	No. Sold	170	179	276	273
	Gross	\$ 63,185,000	\$ 87,463,000	\$ 43,920,000	\$ 37,175,000
	Average	\$ 371,676	\$ 488,620	\$ 159,130	\$ 136,172
	Median	\$ 262,500	\$ 260,000	\$ 130,000	\$ 100,000

Million-Dollar Yearlings — September Yearling Sale

(Number Sold by Total Sale and Session)							
Sale	Total	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6
2019	22	7	5	8	1	1	0
2018	27	5	8	7	6	1	0
2017	13	8	0	3	2	0	0
2016	9	1	1	6	1	0	0
2015	11	2	3	6	0	0	0
2014	13	2	3	2	6	0	0
2013	18	4	4	5	5	0	0
2012	7	5	0	1	1	0	0
2011	6	2	1	1	0	2	0
2010	3	1	1	1	0	0	0
2009	4	0	3	1	0	0	0
2008	18	5	12	0	1	0	0
2007	32	11	19	1	0	1	0
2006	32	16	14	0	2	0	0
2005	40	21	17	1	0	1	0
2004	26	8	18	0	0	0	0
2003	27	10	17	0	0	0	0
2002	15	6	8	0	1	0	0
2001	27	9	15	3	0	0	0
2000	28	8	19	0	0	0	1
1999	23	7	14	1	1	0	0
1998	12	4	8	0	0	0	0
1997	2	1	1	0	0	0	0
1996	1	0	1	0	0	0	0
1995	1	0	1	0	0	0	0
No million-dollar yearlings were sold in September from 1988–1994.							
1987	1	0	0	1	0	0	0

The September Yearling Sale realized its first \$1 million yearling in 1987 when Darley Stud Management purchased Brush Aside, a colt by Alleged out of the High Perch mare Top Twig (IRE), for \$1.1 million from the Lane's End consignment.