



## 2020 KEENELAND NOVEMBER BREEDING STOCK SALE

# VIDEO AND PHOTO SUBMISSION INSTRUCTIONS

We look forward to offering your consignment at the 2020 Keeneland November Breeding Stock Sale. For this year's sale, sellers will have the option to submit their own video and photo assets for each hip to be hosted on the online catalog for buyers to inspect digitally. Please review the below details for instructions on submitting these assets to the online catalog.

### Video Format

**Length:** May be up to 60-seconds

**Footage:** May include conformation and walking shots of the horse. Video should not include voiceover or personalized logos/graphics.

### How to Film

**If you choose to film walking videos yourself, we recommend the following best practices:**

- Consumer cameras and smart phones provide exceptional quality when video settings are adjusted. We recommend you ensure your camera settings are set to **1080p, 30 fps**.
- In order to identify the ideal location to film, view the enclosed **Walking Shot Setup Diagram** to assist with your location selection.

### Video Graphics

If you are filming yourself or utilizing one of our preferred vendors, a standard graphics package, created by Keeneland, will be provided. The graphics will be posted to Keeneland's FTP site and access information will be provided to all consignors and preferred vendors when these graphics are available. Please contact [videos@keeneland.com](mailto:videos@keeneland.com) with any questions or for instructions to access.

### Photo Format

**File:** Must be saved as a JPG or PNG, no more than 2 mb in size.

**Format:** Photo should be a conformation shot without added graphics.

### How to Submit

**To submit your videos or photos to Keeneland, please follow these steps:**

1. For videos, upload the video to a YouTube or Vimeo account. Please make sure the video is listed as public.
2. For photos, save the image with the file name of the hip number (ex: Hip 1234).
3. Visit [keeneland.com/november2020](http://keeneland.com/november2020) and submit your photo or video files through the web form.
4. Photos and videos may be submitted any time up to two days before the horse is to sell.

*Please expect a 24 hour turnaround from the time you submit a video or photo to the time it appears in the online catalog.*

### Suggested Outside Vendors

**Should you wish to utilize a professional photographer to film or photograph, we encourage you to utilize one of the following preferred partners.**

#### KENTUCKY

Lucas Marquardt	917-826-9603	<a href="mailto:thorostride@gmail.com">thorostride@gmail.com</a>	<a href="http://www.thorostride.com">www.thorostride.com</a>
Matt & Wendy Wooley	859-338-4187	<a href="mailto:equisportphotos@gmail.com">equisportphotos@gmail.com</a>	<a href="http://www.equisportphotos.com">www.equisportphotos.com</a>
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#### FLORIDA

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