



2020 SEPTEMBER YEARLING SALE

KEENELAND WALKING VIDEOS

New for 2020, Keeneland will offer the opportunity to capture walking videos for all horses in the September Yearling Sale and host them digitally online. These videos will enable remote buyers to access quality video representations of yearlings catalogued and provide every seller with the opportunity to deliver a consistent and quality presentation of your yearlings to buyers around the world.



Who?

Book 1-2 Yearlings: Keeneland Broadcast Services will coordinate the filming of a professionally-produced video as an enhanced service to our sellers and consignors who wish to take advantage of this service for yearlings in Books 1 & 2.

Book 3-6 Yearlings: Keeneland Broadcast Services will provide support to sellers who wish to record videos or capture photos of yearlings independently by providing best practices and recommendations on footage and format to shoot.



What?

Each yearling filmed will receive up to a 60-second video that includes walking footage of the yearling and may include conformation shots. Each video will include an intro graphic denoting the yearling on offer that is a standardized graphic across all yearlings in the September Sale.



When?

Keeneland's Broadcast team will schedule and provide a videographer available to film your yearlings **between August 3 and August 28, 2020**. All footage filmed by the farm or another contractor must be submitted by Friday, August 28 for inclusion in the online catalog.



Where?

Keeneland will manage and coordinate the video shoots of all Book 1 & 2 yearlings requested, including those located out-of-state.



How?

As book placements are finalized, **you will receive further communication from Keeneland to make a request through our website to have your Book 1 & 2 yearlings filmed.** A member of the Keeneland team will then contact you to coordinate a specific date and time based on availability and location.

Other Frequently Asked Questions

Q: Do I have to use Keeneland's video team or can I film my own videos or have another group film for me?

A: You are more than welcome to provide your own videos or use another vendor, as long as the provided footage adheres to Keeneland's video requirements for walking videos. We will provide a document outlining these requirements and best practices, as well as a sample video to assist and provide direction if you wish to film independently.

Q: Where will the walking videos be available?

A: The official videos will be available for prospective buyers to view online in Keeneland's interactive index. They may also be used for promotion on Keeneland's social media and other marketing efforts.

Q: I have additional footage/photos that I would like to include for my yearling. Can I submit those as well?

A: While the videos will be thorough and comprehensive, the interactive index will only host official walking videos. Any other footage you obtain may be shared on your own website and/or social media outlets.

Q: How should I submit videos I filmed independently?

A: Keeneland will provide specific instructions on submitting video assets alongside our additional communication and details on scheduling and capturing video inspections.

Q: Can I use this video for my own promotion?

A: Absolutely. You are welcome to use the official walking video for promotion on your website and social media platforms.