

Red River Longhorn Sale

May 26, 2018

Please find the enclosed consignment information for the upcoming "Red River Longhorn Sale" scheduled for Saturday May 26, 2018. Our sale partners for this year's sale are Bob and Pam Loomis, Rick and Tracey Friedrich and Frank and Michelle Hervrdejs.

This year's sale will again be in conjunction with the Indian Territory Texas Longhorn Association "Winchester Futurity" which is scheduled for Friday May 25, 2018. The Futurity awards presentation dinner will be Friday night at the Red River Livestock Auction facility in Overbrook, OK. Once again the dinner will be furnished by the ITTLA. The Traditional Limo ride for the ladies will be start at 8:00am Saturday morning, and the sale will begin at 11:00 AM.

Our consignment fee this year will be \$350 with an 8% commission. We will waive the consignment fee on animals that meet or exceed 80" Tip to Tip and are 10 years and under. In addition those consignors will receive a full page ad in the catalog and a complementary Hotel room for Friday night. We will advertise the sale and feature consignments via E-Blast, Facebook, and trade magazines to help in promoting these events. Also this year the sale will be broadcast via the internet with "Hired Hand Live" providing viewing as well online bidding. The Partners are providing as many avenues to marketing and promoting this sale to make it once again, a "Success".

The 2018 Red River Sale will be managed by Lemley Auction Services. They will work with both sellers and buyers to provide the best in the marketing of your cattle. Transient cattle are welcome and, at no charge. Display Pens will be available for viewing your "Special" animal for \$100. Hay and water will be provided to all display, consignment and transient cattle.

Once again we recommend that all consignors advertise in the sale catalog. This year the Red River Longhorn Sale is offering special pricing to consignors for \$250 for a full page color ad. Inside front, inside back, and back cover is \$500. This not only provides additional marketing for your consignments, but helps in keeping the sale cost down and keeping consignment fees reasonable for upcoming sales.

Additional consignment information and forms will be available on the Lemley Auction Services and River Ranch Longhorns websites.

We please ask that you read and follow all the instructions carefully on the following consignment forms. Please understand that all health papers must include pregnancy results as well as OCV information from your veterinary. Failure to provide this information will cause hesitation from prospective buyers as well as problems at check out. Association Transfers must be filled out completely with all correct pertinent information. We look forward to seeing you in May!

