



10th August 2010

Dear Breeder

THE INAUGURAL CAPE PREMIER YEARLING SALE 2011

It is with great pleasure that I am attaching the **Entry Form** for the inaugural **Cape Premier Yearling Sale** to be held at the Cape Town International Convention Centre on 27th and 28th January 2011.

Change always creates great opportunity and so it will be with the creation of this newly designed sale, which aims to present a premier product to a newer and wider audience using the most beautiful city in the world to attract global participation.

Both Racing and Breeding needs this wider audience, especially catering to a younger and upwardly mobile set. Our task is an exciting one - to use Cape Town and the January festival of racing to provide an irresistible drawcard of all that is good about our great game of thoroughbred racing - wine, women and song, fashion and fun, festivities and excitement - and the opportunity to become involved in the lifestyle of a racehorse owner.

The Sale is expensive to run and the magnificent venue of the Cape Town International Convention Centre, centrally located adjacent to the Waterfront and surrounded by 5 star hotels, is a superb facility to telegraph the quality and style of the thoroughbreds to be offered.

There are some points I would like to bring to your attention:

- 1.** The sale will suit early maturing or better grown horses, though, as NZ Premier Sale in January has shown, they need not necessarily be sprinters.
- 2.** The entry fee is R5,000 plus VAT per horse and is required to be paid by 1st Nov, 2010. The acceptance fee of the same amount will be deducted from sales proceeds. The sales levy will be

8%. You will understand from the higher fees that our intention is to provide top quality facilities, top quality promotion and a greatly enhanced inward buyer programme. In addition, we will be contacting overseas visitors who are in Cape Town over the summer holidays.

3. The L'Ormarins Queens Plate (Gr.1) on 9th January 2011 celebrates its 150th Anniversary running and is being commemorated with a very special promotion. From that date through to our sale on 27th and 28th January, followed by the J&B Met (Gr.1) the following day, we will have 20 days to arrange a festival build up to our sale with events and excitement to bring our sale to fever pitch.

4. A great deal of discussion has occurred in connection with whether or not yearlings which are not sold at the Cape Premier Yearling Sale ought to be provided with the opportunity to be offered again at the National Yearling Sale. Some breeders felt it imperative and were not willing to offer top yearlings at a new sale without this safety net. Others felt it was unfair to give the same horse two bites of the cherry. Council debated the matter and concluded that in the first year, the policy decision will be to **ALLOW** unsold horses a chance to be re-offered at NYS. If the Cape Premier Sale is a strong market - and we believe it will be - the number of horses involved will be very small. This policy will however be reviewed after the conclusion of both sales. Yearlings which are withdrawn **without producing a valid veterinary certificate** and not offered in the ring, or are bought back at the Cape Sale will **NOT** be afforded this privilege.

Attached you will find the draft of the cover of the catalogue for the inaugural Cape Premier Yearling Sales together with the 4 page entry form.

Note that this is being emailed to all breeders and there is a time constraint to make your decision promptly and to return the entry form by 20th August, 2010. The National Yearling Sale Entry form will follow in due course. Also note that the regional **BSA Cape Summer Yearling Sale** will be held as usual at Sandringham Farm on 6th March 2011.

Best Regards

Robin Bruss

*Chairman, Cape Premier Yearling Sale Task Team
for Bloodstock South Africa*



Presents the Inaugural

CAPE PREMIER YEARLING SALE



JANUARY 27 - 28

2011

Invest in a Lifestyle

“The Fairest Cape in all the World”

- Sir Francis Drake, 1580 -

CAPE TOWN, one of the world's most beautiful cities. Summer playground to the rich and famous. The Mother City, with its great beauty, perfect climate, long summer days, and hot summer nights. Where Life is beautiful. Eating out is a pastime. Sport is revered. And Thoroughbred Horse Racing is defined by great races. Pedigrees and Performance.

Welcome to a unique new event - the inaugural Cape Premier Yearling Sale 2011, which will be held on Thursday, 27th and Friday 28th January 2011, at the Cape Town International Convention Centre, the day prior to the 100th running of Cape Town's marquee event, the R3 million J&B Met (Grade 1) at Kenilworth racecourse.

Excellence is rare and therefore let it be known that this Cape Premier Yearling Sale, is a selected event, comprising 300 of the finest thoroughbreds, individually inspected and approved on physical type and screened by strength of their breeding before being offered for sale.

Beautiful Cape Town shares its glorious Summer with welcome visitors from all over the world who enjoy its cosmopolitan lifestyle, vibrant yet laid back way of life, its youthful exuberance and vast range of attractions - from sunny beaches to majestic mountains and famous winelands. Cradling the city bowl and overlooking our sales venue is the magnificent Table Mountain, which Nelson Mandela fittingly describes as “our beacon of hope.”

From January 9th and the 150th running of the L'Ormarins Queens Plate (Gr.1) with its royal involvement, through to the J&B Met (Gr.1) on January 29th, 2011, the Mother City will host 20 days of festivals. Come and enjoy the fun, the fashions, the festivities and invest in the lifestyle of the Sport of Kings.