

2017 KEENELAND SEPTEMBER YEARLING FACT SHEET



THE KEENELAND SEPTEMBER BOOK 1 BONUS

Selling more Grade 1 winners than all other North American sales companies combined, Keeneland September represents success at the highest level. In celebration and acknowledgment of buying, selling and racing the best horses in the world, Keeneland offers a lucrative rewards program to sellers and owners of Book 1 graduates. **HOW IT WORKS »**

1 SELL OR BUY IN BOOK 1

Sell or Purchase a Yearling from Keeneland September Book 1.

2 WIN A GRADE 1

Book 1 yearling wins a Grade 1 or Group 1 race during their two and/or three-year-old campaign.

3 EARN REWARDS

Sellers and Owners (at the time of racing) receive lucrative cash rewards from a Keeneland Book 1 Rewards Pool*. Rewards are doubled when a Book 1 Graduate wins a Grade 1 race at Keeneland.

**See attached chart for break-down of rewards program.*

BOOK 1 BONUS POOL

YEAR 1 (2018)
\$750,000

Rewards Pool for
2017 September
Book 1 Graduates

YEAR 2 (2019)
\$1,500,000

Rewards Pool for
2017 & 2018
September Book 1
Graduates

KEENELAND BOOK 1 SELECT SALE

The Keeneland September Book 1 Sale will showcase approximately 200 of the best yearlings in the world before the deepest buying bench in the industry. This Select Sale will begin Monday evening with a full week of events and enhanced hospitality offerings kicking off on Sunday.

Continuing the excitement and electricity of Book 1, Book 2 will take place Tuesday through Thursday, selling 350 hips per day in alphabetical order.

Monday, Sept. 11

Book 1 Select Sale
approximately 200 hips

**Tuesday, Sept. 12–
Thursday, Sept. 14**

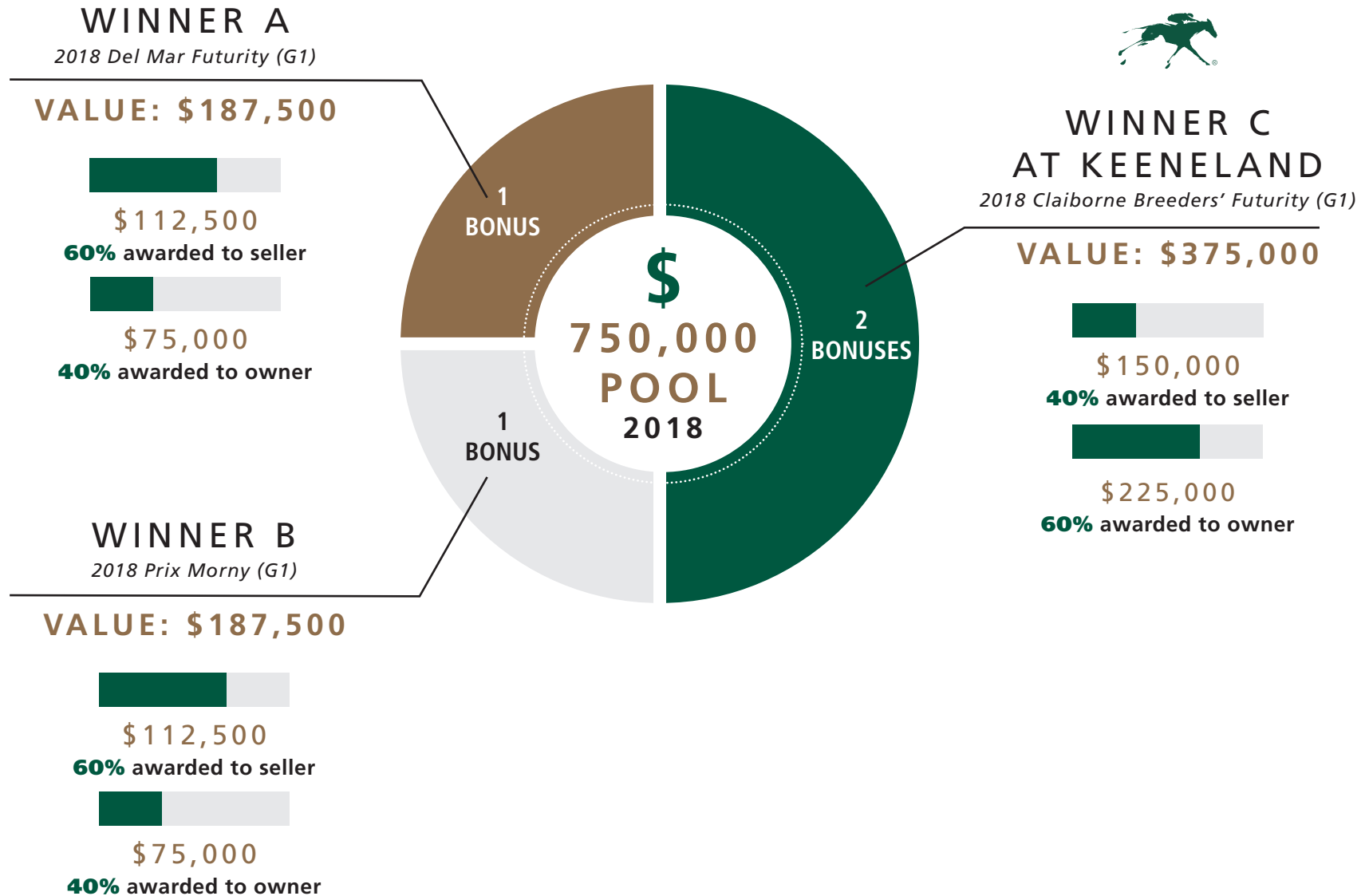
Book 2
350 Hips Per Day

Friday, Sept. 15
Dark Day

KEENELAND SEPTEMBER BOOK 1 BONUS

To be awarded for racing in 2018

EXAMPLE: THREE GRADUATES WIN A GRADE OR GROUP 1 RACE



KEENELAND SEPTEMBER BOOK 1 BONUS

To be awarded for racing in 2018

EXAMPLE: TWO GRADUATES WIN A WORLDWIDE GRADE 1 RACE,
ONE GRADUATE WINS A WORLDWIDE GRADE 1 RACE AND A KEENELAND GRADE 1

WINNER A

2018 Del Mar Futurity (G1)

VALUE: \$150,000



\$90,000

60% awarded to seller



\$60,000

40% awarded to owner

WINNER B

2018 Prix Morny (G1)

VALUE: \$150,000



\$90,000

60% awarded to seller



\$60,000

40% awarded to owner



WINNER C WORLDWIDE AND AT KEENELAND

2018 Hopeful (G1) and
Claiborne Breeders' Futurity (G1)

VALUE: \$450,000

WORLDWIDE
\$150,000



\$90,000

60% awarded
to seller



\$60,000

40% awarded
to owner

KEENELAND
\$300,000



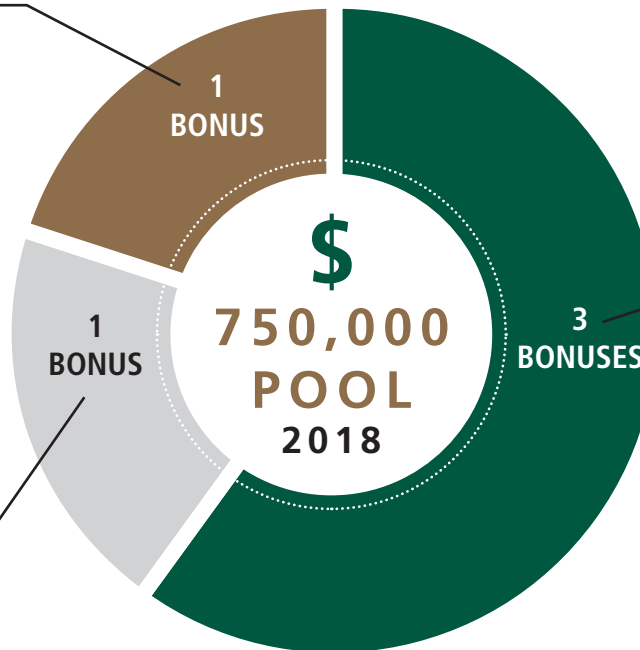
\$120,000

40% awarded
to seller



\$180,000

60% awarded
to owner



\$
750,000
POOL
2018

KEENELAND SEPTEMBER BOOK 1 BONUS

To be awarded for racing in 2019

EXAMPLE: THREE GRADUATES WIN GRADE 1 RACES—
ONE OF THESE GRADUATES WINS TWO GRADE 1 RACES, ONE AT KEENELAND.

