



# Guidelines for

## NCHA Online Select Sale Videos

### **RIDDEN HORSES**

- Keep working horse videos to a maximum of 2 mins. They will be presented at the sale on a loop system. Short video means short file which is easier to share on websites and FB
- Keep videos in Landscape not Portrait
- Leave logos out
- Remember potential purchasers want to see the horse working not 10 seconds of promotional stuff. That goes in the online catalogue
- Purchasers want to see the horse working from the get go
- Think of these videos as your marketing tool. Keep it simple but dynamic from the start. Eg. Older horses go straight to working a cow . People don't want to watch 60 seconds of a cutting horse loping circles.
- It is advisable to use a professional videographer/photographer

### **BROODMARES AND YOUNG STOCK**

- Preferable to have some video footage of your horse moving both towards the camera and away in a straight line (for conformation assessment)
- Some still photos can be flicked through on video as well
- This may work for broodmares who have progeny on the ground or already in the show pen
- Again limit footage to a maximum of 2 mins and it will be presented at the sale on a loop system
- Landscape not Portrait
- Remember the shorter the video the smaller the file and the easier it is to share.

**ALL VIDEOS AND PHOTOS SUBMITTED TO THE NCHA, NO LATER THAN WEDNESDAY 14<sup>th</sup> October 2020. This gives people 2 weeks to view horses online prior to the sale.**