



*To The Auction We Will Go*

Amy Nold, Business Office  
Email: whitetailsalesauction@gmail.com  
Fax #: 1.717.674.6138

Submit Consignments & Ads to:  
Kristy Schwartz, Auction Catalog & Graphic Design  
Cell: 262.949.5041, whitetailmarketing@gmail.com

*Chupps Sponsorships must be paid by  
Nov. 11, 2022*

Consignment Deadline **Oct 7** Ad Deadline **Oct 14**

*Northern Top 30 Sponsorships must be  
paid by Dec. 16, 2022*

Consignment Deadline **Nov 4** Ad Deadline **Nov 11**

*Texas Top 30 Sponsorships must be paid  
by January 16, 2023*

Consignment Deadline **Dec 2** Ad Deadline **Dec 9**

# PRESENTS

## THE 2022-2023 AUCTION LINEUP

### CHUPP'S PREMIER WHITETAIL AUCTION

FARMSTEAD INN  
SHIPSHEWANNA, IN

*Dec. 7-9, 2022*

Auction Starts  
DEC 9 @5 PM

### NORTHERN TOP 30 WHITETAIL EXTRAVAGANZA

MICHIANA EVENT CENTER  
SHIPSHEWANNA, IN

*Jan. 18-20, 2023*

Auction Starts  
JAN 19 @5 PM  
Dinner @4pm  
JAN 20 @NOON  
Lunch @11am

### TEXAS TOP 30 WHITETAIL EXTRAVAGANZA

EMBASSY SUITES  
SAN MARCOS, TX

*Feb. 24-25, 2023*

Consignment Forms, Contracts, & Sponsorship Info Online at  
**WWW.WHITETAILSALSAUCTIONS.COM**

Chris Ezell, owner 918-697-5389 | Lester Eicher, owner 260-341-3614  
25 NW 1501 Rd. • Urich, MO 64788



# About Our Auctions



**WHITETAIL SALES**  
*Auction* ★★★★★ LLC  
*To The Auction We Will Go*

## Amish

### CHUPP'S PREMIER

We have the privilege of managing and coordinating the Chupp's Premier Auction. Thank You to the Chupp's for trusting us with this tremendous opportunity. Held in the heart of Amish Country, Indiana, we are continuing the annual auction, and Chupp's Brothers will be our auctioneers to keep the tradition alive! Join us in this exciting endeavour for the Whitetail Auction Industry!

## North

### TOP 30 WHITETAIL EXTRAVAGANZA

The Top 30 Whitetail Extravaganza was started in 2000 and is known as the Who's Who of the High end whitetail breeding world. This auction consists of the TOP 30 Breeders in the United States. Within the Top 30 there are 130 lots of the best does, fawns, semen that the market has to offer. Every year in the early part of January all of the breeders, buyers and sellers all gather to conduct business in the trade show and the auction room.

## Texas

### TOP 30 WHITETAIL EXTRAVAGANZA

The Texas Top 30 was started to showcase the best of the best that Texas has to offer. This sale showcases the best lots that Texas offers in a 2 day auction held in the Great state of Texas. The Texas Top 30 will be structured with 30 "Top Breeders" showcasing 3 selected animal lots.

#### DECEMBER 8-10, 2022

Shipsheawanna, IN

*Accepting Consignments: August 15*

**Consignment Deadline: October 7**

**Ad Deadline: October 14**

*Lot (s) Accepted:*

**Bred & Open Does, Bucks, Fawns,  
Semen - only if animal lot is sold  
Specialty Lots - Mule, Piebald, exotic,  
etc...**  
*(No UNBORN Fawns accepted)*

#### JANUARY 18-19, 2023

Shipsheawanna, IN

*Accepting Consignments: September 15*

**Consignment Deadline: November 4**

**Ad Deadline: November 11**

*Sale Structure:*

**30 Top 30 Consignors...3 animal lots**

**15 Select 30 Consignors...2 animal lots**

**Legendary 10...10 Semen lots**

*(No UNBORN Fawns accepted)*

#### FEBRUARY 24-25, 2023

San Marcos, TX

*Accepting Consignments: October 15*

**Consignment Deadline: December 2**

**Ad Deadline: December 9**

*Sale Structure:*

**30 Top 30 Consignors...3 animal lots**

**Specialty Lot Auction.... Lots include**

**Exotics & other Animals**

**Legendary 10...10 Semen lots**

*(No UNBORN Fawns accepted)*

**WHITETAIL SALES AUCTION LLC 25 NW 1501 RD., URICH, MO 64788**

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# Advertisement Rates & Specs



**WHITETAIL SALES**  
**Auction** ★★★★★ LLC  
*To The Auction We Will Go*

## ADVERTISEMENT RATES

### CHUPP'S PREMIER

<input type="checkbox"/> Single Full Page .....	\$450	
<input type="checkbox"/> Double Page .....	\$800	\$100 Discount
<input type="checkbox"/> Triple Page .....	\$1,200	\$150 Discount
<input type="checkbox"/> Quadruple Page <i>Best Deal!!</i> .....	\$1,550	\$250 Discount
<input type="checkbox"/> Booths .....	\$450	

### TOP 30 WHITETAIL EXTRAVAGANZA - NORTH

<input type="checkbox"/> Single Full Page .....	\$700	
<input type="checkbox"/> Double Page .....	\$1,300	\$100 Discount
<input type="checkbox"/> Triple Page .....	\$1,950	\$150 Discount
<input type="checkbox"/> Quadruple Page <i>Best Deal!!</i> .....	\$2,550	\$250 Discount
<input type="checkbox"/> Booths .....	\$750	

### TOP 30 WHITETAIL EXTRAVAGANZA - TEXAS

<input type="checkbox"/> Single Full Page .....	\$500	
<input type="checkbox"/> Double Page .....	\$900	\$100 Discount
<input type="checkbox"/> Triple Page .....	\$1,350	\$150 Discount
<input type="checkbox"/> Quadruple Page <i>Best Deal!!</i> .....	\$1,750	\$250 Discount
<input type="checkbox"/> Booths .....	contact Chris	

## ADVERTISEMENT SPECS

email ads to: whitetailsalesauction@gmail.com

### FILE REQUIREMENTS

Resolution: 300 dpi  
 Color Format: cmyk  
 File Type: .jpg or .pdf  
 (file saved as Company Name)

### FULL PAGE AD

Final Ad Size w/ Bleed  
 5.75" x 8.75"

Live Area  
 5" x 8"

#### LIVE AREA

Keep All Important Elements (type, logos, etc.) inside this area.

#### MARGIN (1/4" Margin on all 4 sides)

Safety Zone between the advertisement live area and the page trim. Paper may move while cutting and this area may be trimmed from the page.

#### BLEED (1/8" Bleed on all 4 sides)

Outside of the page trim, necessary to prevent a white line around the advertisement. All elements in this area will be cut off.

### HALF PAGE HORIZONTAL

Final Ad Size w/ Bleed  
 5.75" x 4.375"

Live Area  
 5" x 4"

### 2 PAGE SPREAD

Final Ad Size w/ Bleed  
 11.25" x 8.75

Live Area  
 8" x 10"

(1/2" seam down the middle for binding)

*Want Some Extra Exposure?*

TAKE A LOOK AT OUR  
**AUCTION SPONSORSHIPS!**

- LAST PAGE OF THE MEDIA PACKET -

TO RESERVE YOUR  
**ADVERTISEMENT OR BOOTH SPACE**

CONTACT US AT...

## WHITETAIL SALES AUCTION LLC

25 NW 1501 Rd. | Urich, MO 64788

EMAIL: whitetailsalesauction@gmail.com

FAX #: 1.717.674.6138

**CHRIS EZELL** PH: 918-697-5389

Owner & Auction Coordinator

**LESTER EICHER** PH: 260-341-3614

Owner & Auction Coordinator

**AMY NOLD** PH: 660-492-0215

Administrative Assistant

**KRISTY SCHWARTZ** PH: 262-949-5041, email: whitetailmarketing@gmail.com

Graphic Designer & Auction Catalog

**DARIN WITMER** PH: 717-599-8168, email: cswhitetails@gmail.com

Social Media

# Advertisement Contract



**WHITETAIL SALES**  
*Auction*  
★★★★★ LLC

*To The Auction We Will Go*

## ADVERTISEMENT RATES

### CHUPP'S PREMIER

- ☐ Single Full Page .....\$450
- ☐ Double Page .....\$800
- ☐ Triple Page.....\$1,200
- ☐ Quadruple Page *Best Deal!!*.....\$1,550
- ☐ Booths.....\$450

### TOP 30 WHITETAIL EXTRAVAGANZA - NORTH

- ☐ Single Full Page .....\$700
- ☐ Double Page .....\$1,300
- ☐ Triple Page.....\$1,950
- ☐ Quadruple Page *Best Deal!!*.....\$2,550
- ☐ Booths.....\$750

### TOP 30 WHITETAIL EXTRAVAGANZA - TEXAS

- ☐ Single Full Page .....\$500
- ☐ Double Page .....\$900
- ☐ Triple Page.....\$1,350
- ☐ Quadruple Page *Best Deal!!*.....\$1,750
- ☐ Booths.....contact Chris

**PAYMENT:** Invoices will be sent to the Advertiser on the Invoice Date as stated in the Production Schedule. Full payment of each invoice is due to the Publisher no later than 30 days upon receipt.

**CANCELLATION POLICY:** In the instance of a cancellation, the Advertiser will have the opportunity to roll over to next auction catalog.

**ADVERTISING GUIDELINES & ACCEPTED FORMATS:** High-resolution .pdf or .jpg preferred. All photos must be 300 dpi in CMYK. If RGB images are supplied we will automatically convert to CMYK. Your file may not look the same as the RGB version. FTP downloads and emails accepted of high-resolution files. Submit all files in digital format. Supplied ads that do not comply with the following specifications will be corrected and the advertiser will be billed for the required production.

**TERMS:** In order for Whitetail Sales Auction Catalogs to stay on schedule, we must receive ad submissions by the due date. If we do not receive notification by the due date regarding which ad to run, the most recently submitted ad will be run until notified otherwise.

This agreement for advertising is entered into with Whitetail Sales Auction Service for placement of an advertisement in catalogs marked by the checked box.

NUMBER OF ADS: \_\_\_\_\_

TOTAL AMOUNT FOR ADS: \_\_\_\_\_

*I have read and agree to Advertising Terms & Conditions*

Signature: \_\_\_\_\_

Print Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Want Some Extra Exposure?*

TAKE A LOOK AT OUR

**AUCTION SPONSORSHIPS!**

- LAST PAGE OF THE MEDIA PACKET -

**WHITETAIL SALES AUCTION LLC 25 NW 1501 RD., URICH, MO 64788**

**CHRIS EZELL PH: 918.697.5389 | LESTER EICHER PH: 260.341.3614**

**EMAIL: WHITETAILSALSAUCTION@GMAIL.COM | FAX: 1.717.674.6138 | WWW.WHITETAILSALSAUCTION.COM**

Please Circle Sale  
in which you are  
submitting for...

CHUPP'S  
PREMIER

TOP 30  
NORTH

TOP 30  
TEXAS

If Needed, More Printable Consignment Forms Can Be Found Online at

**WWW.WHITETAILSALSAUCTION.COM**

**DON'T FORGET TO SUBMIT A CONTACT INFORMATION FORM WITH YOUR CONSIGNMENTS**

The Information on this form will be used to print your information  
in our catalogs alongside your consignment(s),  
as well as updating our quickbooks, & Sending you Proofs.



**CONTACT INFO:**

Business / Farm Name: \_\_\_\_\_

Name of Seller: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Website: \_\_\_\_\_

CWD: \_\_\_\_\_ TB: \_\_\_\_\_ BRUC: \_\_\_\_\_

Movement Status (for Texas Only): \_\_\_\_\_

**BILLING ADDRESS:** *Print this Address...* ☐ Yes ☐ No

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zipcode: \_\_\_\_\_

**FARM ADDRESS:** *Print this Address...* ☐ Yes ☐ No

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zipcode: \_\_\_\_\_

•• We respect the privacy and religious backgrounds of our customers. We will not share or sell your contact information... This is for the use of our Auction Catalogs & Office Administration Duties only.

**FOR ALL TOP 30 CONSIGNORS (BOTH NORTHERN & TEXAS TOP 30 AUCTIONS)**

Please send in your company logo w/ your consignments!

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Please Circle Sale  
in which you are  
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CHUPP'S  
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TOP 30  
NORTH

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TEXAS

If Needed, More Printable Consignment Forms Can Be Found Online at

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**DON'T FORGET TO SUBMIT A CONTACT INFORMATION FORM WITH YOUR CONSIGNMENTS**

**AUCTION CONSIGNMENT:** Please Select One...

☐ Fawn ☐ Bred Doe ☐ Open Doe ☐ Buck ☐ Semen ☐ Exotic ☐ Other

What's Selling: \_\_\_\_\_

Tag # / Name of Animal: \_\_\_\_\_ NADR#: \_\_\_\_\_

Sire's NADR#: \_\_\_\_\_ Dam's NADR#: \_\_\_\_\_ AI SIRE NADR# (If applicable): \_\_\_\_\_

Animal's Location: \_\_\_\_\_ Semen's Location: \_\_\_\_\_

Animal Species: \_\_\_\_\_ Gender: ☐ Male ☐ Female DOB: \_\_\_\_\_

Pictures: \_\_\_\_\_

~ Please Submit Pictures (Labeled w/ Buck Name & Farm Name) Via Email to: whitetailmarketing@gmail.com

~ NADR Pedigree Sheets Also accepted... Please label with all contact info and Animal Info.

~ Comments Accepted also via email or word document.



★ AUCTION ★

*To The Auction We Will Go*

**AUCTION  
CONSIGNMENT FORM**

**PLEASE FILL OUT COMPLETELY w/ NADR #'s**

Showcasing: \_\_\_\_\_

Sire  
Score:

Dam  
Comments:

Sire  
Score:

Dam  
Comments:

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Score:

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# Auction Consignor Contract



**WHITETAIL SALES**  
*Auction*  
★★★★★ LLC  
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**SALE OFFERS:** Sellers may offer Deer Lots at 50%, 25%, or 15% of the purchase price due at time of sale with the balance payable to the Consignor at the time of animal pickup. Semen is offered with 100% due at time of sale.

**BUY-BACKS:** These auctions are "With Reserve" as defined by the governing states Auction Law. If the Consignor does not desire to sell their lot for the last announced price in the auction, he/she may "buy back" the lot by bidding on that lot themselves or through a designated agent, which may include the auctioneer. Consignor Buy-Back commission shall be the same as for an actual sale and is payable to Whitetail Sales Auction at the last bid received by the Block. Consignor agrees to advise Whitetail Sales Auction of any Buy-Back immediately after each sale and agrees to pay a 5% admin charge should failure to advise of Buy-Back require re-invoicing.

**WITHDRAWS AND SCRATCHES:** Any lot removed from the auction by the Consignor after the catalog has been finalized will result in a management/advertising fee of \$475 per lot unless the lot is timely replaced with like kind and/or value and offered for sale.

**COMMISSION:** Commission = 10% of gross sale price or last bid if bought back. (Subject to min. commission) A minimum \$250 commission will be applied to each lot offered for sale.

**SETTLEMENT:** Consignor agrees to be paid and Whitetail Sales Auction agrees to pay Consignor within 14 banking days of receipt of payment from Buyer. Payment by Whitetail Sales Auction to the Consignor will represent all monies collected from Buyer for actual sales less the Consignment Fees, Commissions, and any other monies due to Whitetail Sales Auction. Consignor agrees to pay 10% per month finance charge on all unpaid balances due Whitetail Sales Auction after 30 days.

**DESCRIPTION:** Consignor shall make all reasonable efforts to ensure the accuracy of the information provided for each lot consigned. Neither Whitetail Sales Auction nor the Auctioneer assumes any liability for any misrepresentations, errors, or omissions in information or photographs that are provided by the Consignor and will make no warranties expressed or implied as to the accuracy of the Consignors' lots and/or suitability for any use or purpose.

**POSSESSION:** Consignor shall maintain, in good condition, possession of Deer and Semen until full settlement is executed and transfer is made to Buyer.

**GUARANTEES:** Representations and guarantees are strictly between Consignor and Buyer.

**LIABILITIES:** All persons who attend the auction do so at their own risk. Neither the Auctioneer, Whitetail Sales, its employees, nor the directors assume any liability, legal or otherwise, for any accidents or miscommunication that may occur. Contract: Submission and acceptance of a consignment constitutes a contract for Whitetail Sales to sell consigned item(s) and may not be voided except upon mutual agreement.

*I have read and agree to Auction Terms & Conditions*

**Signature:** \_\_\_\_\_

**Print Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# Auction Sponsors



**WHITETAIL SALES**  
*Auction*  
★★★★★LLC  
*To The Auction We Will Go*

## TOP 30 *North* WHITETAIL EXTRAVAGANZA

### **AUCTION SPONSORSHIP** **\$2,500**

2 Page Advertising  
Catalog recognition  
Show recognition

### **MEAL SPONSORSHIPS** **\$500 & \$1000**

(multiple sponsorships available due multiple meals)

### **BAR SPONSORSHIP** **\$2,500**

(multiple sponsorships available)

### **ENTERTAINMENT SPONSORSHIP** **CONTACT LESTER**

Want to have more fun at our Events other than the auction? Contact Lester to arrange some entertainment for our event!

## TOP 30 *Texas* WHITETAIL EXTRAVAGANZA

### **AUCTION SPONSORSHIP, MEAL SPONSORSHIP, ENTERTAINMENT SPONSORSHIP, BAR SPONSORSHIP** **OPPORTUNITIES AVAILABLE!** **CONTACT CHRIS**

## **CHUPP'S** PREMIER WHITETAIL AUCTION

### **AUCTION SPONSORSHIP** **\$2,500**

1 pg. Prime Spot Advertising  
(First Come First Serve)  
1 night hotel stay  
1 Prime booth spot  
Catalog recognition

### **COFFEE & DONUTS SPONSORSHIP** **\$500**

### **PIZZA SPONSORSHIP** **\$1,000**

### **DINNER SPONSORSHIP** **\$2,000**

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