# SAN JUAN EGUNA BASQUE FESTIVAL

## 2024 SPONSORSHIP OPPORTUNITIES

Txoko Ona couldn't do the work that it does without the help of generous people like you. We're looking for sponsors to support the third annual, San Juan Eguna Basque Festival.

Community events are one of the best ways to show support and rally behind a cause while gaining brand exposure.



## THE FESTIVAL SATURDAY | JUNE 22, 2024 | TXOKO ONA | HOMEDALE, IDAHO ~650 ATTENDEES (2022)

#### **BASQUE PERFORMERS**

Oinkari Basque Dancers Herribatza Danzariak Txantxangorriak

#### GAMES

Childrens Games Txingas (Weight Lifting) Mus (Basque Card Game) Bota Drinking Contest

#### BASQUE FOOD

Chorizo, Croquetas, Rice Pudding, Solomo (Pork Loin) Sandwich, and more!

#### AND MORE

Commemorative Festival Goods Raffle Prizes **Dessert** Auction

#### MUSIC Live Music by a Local Band

### SPONSORSHIP OPPORTUNITIES



#### TITLE SPONSOR | \$2,500 1 AVAILABLE

- Sponsor specific email and social media post.
- Logo on all print and digital advertising, event webpage, and sponsor banner at the event.
- 25 Food and Beverage Tickets
- San Juan Comemorative Gear
- Private Shade Canopy

#### RED SPONSORS | \$1,000

#### 3 AVAILABLE

- Sponsor specific email and social media post.
- Logo on all print and digital advertising, event webpage, and sponsor banner at the event.
- 15 Food and Beverage Tickets
- San Juan Commemorative Gear

### SPONSORSHIP OPPORTUNITIES



#### GREEN SPONSOR | \$500 5 AVAILABLE

- Logo on all digital advertising, event webpage, and sponsor banner at the event.
- 10 Food and Beverage Tickets
- San Juan Commemorative Gear

#### WHITE SPONSORS | \$250 10 AVAILABLE

- Logo on all digital advertising, event webpage, and sponsor banner at the event.
- San Juan Commemorative Gear

#### IN~KIND SPONSORS UNLIMITED

• Donate an item or service equivalent to a cash donation and receive an equal level of recognition.

### **SPONSOR SHÍP OPPORTUNÍTÍES**

#### ACTIVITY SPONSOR | \$400 1 AVAILABLE

Children's and adults activities are a key part of San Juan Eguna. The activity sponsor will be recognized during all festival competitions, and support the funding of winner medals for children's events and the cash prize for txingas (weight lifting).



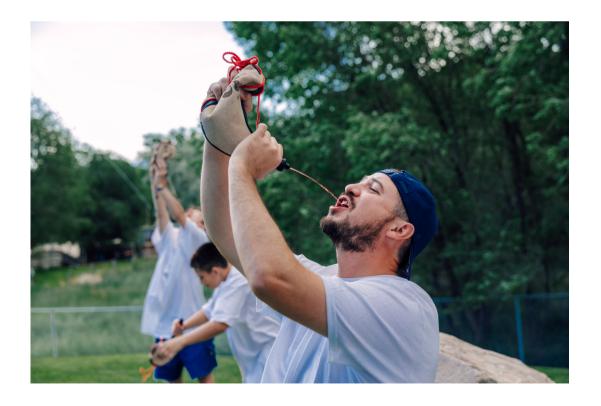




### **SPONSOR SHÍP OPPORTUNÍTÍES**

#### MUSIC SPONSOR | \$800 1 AVAILABLE

What is a festival without live music? The band sponsor will bring live mainstream and Basque music to the festival. The sponsor will be recognized throughout the evening and will have banner placement options in the band area. (Banner to be provided by sponsor)



### À LA CARTE SPONSORS

Not seeing a package that quite fits your needs? We are happy to work with you to build a custom sponsorship package!









#### **ABOUT SAN JUAN EGUNA**

When the sun goes down on June 23rd, many a bonfire is set ablaze to mark San Juan Eguna, the feast day of St. John the Baptist.

Basques became Christianized around the 8th century by most estimates. In an earlier time, the summer solstice, the longest day of the year, must have seemed magical and it spawned a wide assortment of rituals throughout Europe. In the case of the Basques, we are not certain what those pre-Christian rituals were, but what has survived is their rough form with a new Christian context. Thus, what we now know as San Juan Eguna, the day of St. John the Baptist, seems likely to have been adaptations of earlier rituals marking a day when it seemed as if the sun stood still in the sky.

The arrival of San Juan Eguna is marked by parties, festivals, neighborhood rituals, and of course the omnipresent bonfires. There are many places in the Basque Country that celebrate this holiday in big ways or it can be as simple as a group of neighbors joining together to build a bonfire. In addition, herbs are gathered on the morning of San Juan and kept throughout the year. Legend has it that the ashes cure skin diseases and that one should jump the fire a minimum of three times to have a good year.

For some it still marks a special day on their religious calendar. For others, the rituals of San Juan Eguna still serve as a way of bringing the community together.

### THE TXOKO ONA MÍSSÍON



Txoko Ona is a social organization in Homedale, Idaho that is dedicated to preserving, promoting, and enhancing Basque culture, language, and history; and to maintaining and promoting cultural, social, and economic ties with the Basque Country.

Thanks to the generosity of its members and community Txoko Ona is able to provide:

- cooking

TXOKO ONA, INC. IS A REGISTERED 501(C)7 NON~PROFIT ORGANIZATION.

• A Basque festival for the entire community to enjoy • Services to the Local Community

• Educational opportunities in dance, language, and

• Scholarships for people attending Basque programs

### ESKERRÍK ASKO Thank you!



### BECOME A SPONSOR!

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#### CONTACT AMAYA AGUIRRE~LANDA TO LEARN MORE OR COMMIT TO A SPONSORSHIP