

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.

SPONSORSHIP OPPORTUNITIES



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).



DRINK COZY SPONSOR | \$600

1 AVAILABLE

Get exposure long after the event is over. Have your company name or logo front and center on the commemorative drink cozy.



SPONSORSHIP OPPORTUNITIES

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 MISSION



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:

- A Basque festival for the entire community to enjoy
- Services to the Local Community
- Educational opportunities in dance, language, and cooking
- Scholarships for people attending Basque programs

ESKERRIK ASKO

Thank you!



BECOME A SPONSOR!

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

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