

2025 TAHOE BEAR FEST



Vendor Packet

Spoooner Lake State Park
09/20/2025 | 11AM - 3PM

The Tahoe Interagency Bear Team

The Tahoe Interagency Bear Team (TIBT) is a coalition of wildlife professionals and land managers from across the Lake Tahoe Basin, including the California Department of Fish and Wildlife, Nevada Department of Wildlife, USDA Forest Service, California and Nevada State Parks, and local law enforcement agencies.



The team was formed in response to a rise in human–bear conflicts around Tahoe, as both residential growth and tourism brought people into closer contact with black bears. By working together, these agencies ensure a unified approach to bear management and public education, reducing confusion and strengthening community trust.

At the heart of the team’s work is a commitment to public education and outreach. Through programs like BearWise, the TIBT provides clear, science-based guidance on how residents and visitors can live and recreate responsibly in bear country. This includes practical advice on securing food and trash, understanding bear behavior, and avoiding actions that inadvertently encourage bears to become habituated to humans. The team also works to dispel myths, such as the idea that feeding bears helps them survive, by explaining how such practices actually endanger both bears and people.



Bear Fest 2024

Tahoe’s Bear Aware Festival

The Tahoe Bear Fest is returning to Spooner Lake State Park on Saturday, September 20, 11:00 AM - 3:00 PM, following a successful inaugural event last year. Hosted by TIBT, the festival celebrates Tahoe’s iconic black bears while teaching the community how to live responsibly alongside them. The event brings together wildlife experts and community partners to share knowledge about bear biology, behavior, and safety in a fun, family-friendly setting.

Building on the momentum of last year’s launch, this year’s Bear Fest promises even more opportunities to learn and connect. Visitors can enjoy interactive educational booths, talks from wildlife professionals, and hands-on activities for all ages. The event highlights the importance of keeping Tahoe’s bears wild while offering a unique chance to celebrate these incredible animals in their natural setting at Spooner Lake State Park.

How You Can Participate

Local businesses, artisans, nonprofits, and food vendors are invited to be part of this exciting celebration at Spooner Lake State Park, completely free of charge! This is a fantastic opportunity to showcase your products, services, or mission to a large audience of outdoor enthusiasts and community members.

- **Food Vendors:** Local restaurants, food trucks, and caterers are encouraged to sell snacks or refreshments catered to the event from 11:00 A.M. - 3:00 P.M.
- **Craft & Merchandise Vendors:** Local artisans and businesses selling outdoor or bear-related goods that are themed appropriately with the event.
- **Non-Profit & Educational Booths:** Agencies and organizations can set up informational booths about conservation, outdoor recreation, and bear education inline with the TIBT mission.

Marketing

Participating in the Bear Fest event provides vendors with a unique marketing opportunity to engage with a diverse audience of outdoor recreation enthusiasts and families. Vendors and organizations will benefit from prime visibility, with their names featured on event promotions, shared across TIBT agency social media channels, and displayed on the event page at tahoebears.org and parks.nv.gov, reaching thousands of potential visitors. This exposure offers a valuable platform for recognition and engagement while aligning vendors with the team's mission to celebrate Tahoe's black bears and recreational resources.



Event stickers



11x17 Event Poster

Media Coverage

The second annual Bear Fest will be promoted through a comprehensive press release distributed to local and regional media outlets, generating excitement and anticipation for this special event. Vendors and partners will benefit from potential media coverage both leading up to and during the event, enhancing visibility and expanding their reach to a broader audience. Coverage may include news features, interviews, and event highlights, further amplifying the event's impact. This media exposure provides an excellent opportunity to showcase participating vendors and organizations.

Logistics

Tentative Schedule

Friday, September 19, 2025:

Spooner Lake State Park parking closes to vehicles

Saturday, September 20, 2025:

- 8:00 A.M. - 10:30 A.M. - Vendor and Booth arrival. Set up must be complete before 11A.M.
- 11:00 A.M. - 3:00 P.M. - Official Event Times.
Visitors can explore booths, activities, vendors, or use the park and surrounding trails.

Presentations

- 11:30 A.M. - 12:00 P.M. - Karelian Bear Dogs
- 12:00 P.M. - 12:30 P.M. - Bear CSI
- 12:30 P.M. - 1:00 P.M. - Bear Biology
- 1:00 P.M. - 1:30 P.M. - TBD
- 1:30 P.M. - 2:00 P.M. - TBD
- 2:00 P.M. - 2:30 P.M. - TBD



Bear Fest 2024

Park Map



Questions?

Those interested in attending this special event, participating, becoming a sponsor, volunteering, or have general questions can contact Nevada Division of State Parks.

Nevada Division of State Parks

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