

**Application for
Best Mascot**

**Black Bear,
NC Black Bear Festival**

Judges' score - 8.0

Detailed description of the idea of the mascot

It was important to us to convey that black bears are not scary. Black Bears in the wild actually have a prey mentality instead of a predator. Their first instinct when they encounter a human is to runaway. Through biologist-led lectures and a film we educate people about safe interaction with black bears. We purchased friendly black bear costumes so our bears could interact with attendees in enjoyable ways and get involved in all the same activities at Bear Fest they came to enjoy.

Description of community or event involvement and integration of the mascot

We do everything with our mascot! 1. Promote Sponsors. We go to their business to do not just photo ops but videos. At a local car dealership and we videoed a pickup truck approaching the camera. We it pulled up the driver rolled down the window it was our bear mascot driving. We went to a local business that makes peanut products and staged robbery that went viral. We videoed our mascot walking in a holding up a sign that said, "Hand over your peanuts and not one gets hurt. They threw a big bag of peanuts on the counter and our bear gave the Karate Kid motion of "Give me more". So the owner threw another bag on the counter and said, "Ok. That's all!". Our bear walks out with the peanuts and we do a wide shot of the front of the store and he holds up a sign saying "NC Black Bear Festival, June 4, 2022". We went to our local TV Station and sponsor with our bear mascot and handler. Our bear handed a small plush bear to each employee with a tag on it with the details of our event. 2. Interactive at a Whole New Level. Our mascot participates in the festival and doesn't just walk around to have pictures taken with it. How many mascots waterski? ...Fly in a helicopter or kayak? The important advantage of our black bear mascot is what he can do. As you can see from the pictures he has kayaked on our Bear Necessities Paddle, "Ran" in our 5K, watches fireworks with the kids, shoots a bow an arrow, rides in the bear train ride, drives a go kart, flies in a helicopter – ever seen a bear fly?! 3. Judging Contests. Using our mascot to judge our contests is a great way to remain anonymous! So, we have our mascot bear pick the winner of our Baby Bear Dress-Up Contest. At our huge car show with many awards, we have a Bear's Choice Award to his favorite car. 4. Videos. We have used our mascot to do Facebook videos, dancing to trending music or sound clips. 5. Other Events. Our Mascot walks in the Christmas Parade and hands our candy at our downtown Halloween Carnival and has done school appearances.







Video clips from a staged a "Robbery" at one of our sponsor's store.



We shot a video of our bear mascot in a wheat field with real bears!!!!