



Frequently asked questions

What is Trupanion's Tricked Out for Treats Pet-tacular?

Trupanion's Tricked Out for Treats Pet-tacular is a pet costume contest that brings together pet parents and pet lovers alike for some friendly, festive competition. Beginning October 1, participants can submit a photo of their furry friend in a (pet-safe!) costume at trickedout.trupanion.com and use social media to collect votes for their entry.

Then, on October 30, tune in to our virtual celebration where we'll showcase select picks of the patch, give away prizes to viewers, and have a pet-tacular good time!

Where do shelters and rescues fit in?

We're so glad you asked! We've created a special category, "Adorably Adoptable", to shine a spotlight on shelter and rescue pets looking for their forever homes. Submissions in this category will receive extra attention on our showcase page, with special pet profiles designed to help families find their perfect match.

Visitors will also have the opportunity to learn more about your organization and connect with you directly — whether they're interested in a specific pet or want to explore ways to support your mission.

How do shelters and rescues participate?

We're giving shelters and rescues a sneak peek of this initiative at tinyurl.com/tricked-out.

- Visit this page and verify your organization's information.
- Get your pets and their costumes ready! You can start taking photos now, so you're ready when submissions officially open on October 1 at trickedout.trupanion.com.
- Download and use the toolkit on this page to help spread the word.

REMEMBER: The more you share and promote the event, the more visibility your available pets will receive! **Be sure to get your entries in as soon as submissions open on October 1,** and connect with your adopters, foster families, and community to help spread the word.





Where can shelters and rescues submit available pets?

Shelter and rescue personnel can submit their entries to the “Adorably Adoptable” category beginning October 1, 2024. Be sure to verify your organization’s information in advance at tinyurl.com/tricked-out to simplify this process.

If you don’t verify your organization’s details ahead of time — don’t worry! You can still enter your pets and participate in the campaign.

What type of information will I need to provide for each pet?

Each “Adorably Adoptable” submission will require your organization’s name, the pet’s name, species, breed (if known), age (if known), sex, and 2-4 sentences that can be used for their unique pet profile. Examples include their favorite toys, treats, activities, a description of their personality, etc.

Is there a limit to how many pets a shelter or rescue can submit?

There is no limit to the number of pets an organization can submit.

Is there a cost to shelters or rescues to participate?

No! This platform and opportunity is 100% free. We are proud to use this fun, seasonal campaign for a greater good.

How will Trupanion spotlight available pets?

We'll be promoting this initiative, your organization, and your available pets to our growing community of over 1 million members, as well as across our social channels with global reach, in the media, and throughout veterinary hospitals across North America

When and where will winners be announced?

Tune in to our virtual celebration on October 30, where we’ll showcase select picks of the patch, give away prizes to viewers, and have lots of fun along the way. **If you would like your “Adorably Adoptable” entries to be considered for this virtual showcase, please submit your pets before October 21, 2024.**

All picks of the patch across each category will be posted to trickedout.trupanion.com following the event on October 30.