



Municipal Election Procedure	
Procedure Name:	Third Party Advertiser Registration Procedure
Procedure Number:	CLK MEP-04
Creation Date:	April 13, 2026

## 1. Purpose

The purpose of this Procedure is to establish a clear and consistent process for the receipt, review, and administration of third party advertiser registrations for the 2026 Municipal and School Board Election in accordance with the *Municipal Elections Act, 1996* (the Act).

This Procedure provides guidance to the Clerk and designated election officials to ensure that third party advertiser registrations are received, processed, and recorded in a fair, transparent, and legislatively compliant manner. It also outlines the information and resources that will be provided to third parties upon filing their registration.

## 2. Responsibilities

### 2.1. Clerk

The Clerk is responsible for the administration of the third party advertiser registration process in accordance with the Act. This includes receiving and reviewing registrations, maintaining registration records, certifying third party advertisers, publishing required notices, and providing registrants with relevant election information and materials.

### 2.2. Clerk's Designate/Election Officials

Individuals designated by the Clerk may receive third party advertiser registrations and supporting documentation on the Clerk's behalf, ensure that submissions are complete at the time of filing, record the date and time of filing, and forward all materials to the Clerk for review and certification.

### 2.3. Third Party Advertisers

Third party advertisers are responsible for submitting complete and accurate registration documentation, including all required forms, declarations, and supporting documentation, within the prescribed registration period and in accordance with the Act.

## 3. Receiving Third Party Advertiser Registrations

3.1. The Clerk may, in writing, designate one or more individuals to receive third party advertiser registrations on the Clerk's behalf.



- 3.2.** The registration period for third party advertisers begins on Friday, May 1, 2026, and continues until Friday, October 23, 2026.

Registrations shall be filed with the Clerk during regular business hours (Monday to Friday, 8:30 a.m. to 4:30 p.m.), preferably by appointment.

- 3.3.** Third party advertiser registrations must be filed using the prescribed Form 7 – Notice of Registration. All sections must be fully completed.

- 3.4.** Registrations must be filed in person by the individual or an authorized agent.

- 3.5.** The following individuals or entities are eligible to register as a third party advertiser:

- an individual who is normally a resident of Ontario;
- a corporation that conducts business in Ontario; or
- a trade union that holds bargaining rights for employees in Ontario.

The following are not eligible to register as a third party advertiser:

- a registered candidate in the municipal election;
- a federal political party, constituency association, or registered candidate;
- a provincial political party, constituency association, or registered candidate;
- the Crown in right of Canada or Ontario; or
- a municipality or local board.

- 3.6.** A person filing Form 7 – Notice of Registration must provide proof of identity satisfactory to the Clerk or designate.

Individuals will be required to provide documentation verifying their name and qualifying address.

Acceptable identification includes government-issued documentation or a combination of documents containing the required information.

Where the registrant is an entity, documentation verifying the authority of the individual submitting the registration on behalf of the organization may be required.

Where the registrant is a corporation or trade union, the Clerk or designate may also require documentation satisfactory to confirm that the entity is eligible to register under the Act.

- 3.7.** The declaration portion of Form 7 – Notice of Registration must be signed by the registrant with an original signature.



- 3.8.** The Clerk or designate shall administer the declaration at the time the registration is filed.
- 3.9.** Registrations shall be reviewed and processed in accordance with the Third Party Registration Intake Checklist prepared by the Clerk.
- 3.10.** The Clerk or designate shall provide each registrant with the following documents at the time of filing. These materials represent the minimum information provided to assist third party advertisers in understanding the municipal election process and their obligations under the Act:
1. Notice of Registration – Form 7
  2. Declaration of Qualifications
  3. Province of Ontario Third Party Advertiser Guide
  4. Town of Pelham Third Party Advertiser Guide
  5. Guide to Accessible Elections
  6. Election Sign By-law – Town of Pelham  
Election Sign By-law – Region of Niagara
  7. Notice to Broadcasters and Publishers – *Municipal Elections Act*  
Campaign Advertising Rules
  8. List of Polling Stations
  9. Policy re: Use of Corporate Resources for Election Purposes
  10. Consent to Release of Personal Information
  11. Notice to Financial Institutions re: Campaign Account
  12. Estimated Maximum Third Party Expenses
  13. Estimated Maximum Expenses – Parties and Expressions of Appreciation
  14. Contributions to Registered Third Parties
  15. Notice of Penalties
  16. Financial Statement – Third Party – Form 8
- 3.11.** Once the registration filing is complete, the registrant's name and any information authorized for release under the Consent to Release Personal Information form shall be posted on the Town's election website.
- Any requests to modify the scope of information authorized for release must be submitted in writing by the registrant.
- 3.12.** All original registration documentation shall be filed and maintained by the Clerk in alphabetical order by registrant name.



#### **4. Certification**

A third party advertiser becomes a registered third party advertiser only once the Clerk or designate has examined and certified the Notice of Registration – Form 7.

#### **5. Inspection of Registrations**

Third party advertiser registrations filed under the Act are public documents and may be inspected at the Clerk's Office during regular business hours.

Due to the personal information contained within these records, the Clerk will not reproduce or distribute copies by email or otherwise.

#### **6. Campaign Finances**

**6.1.** In accordance with the Act, every third party advertiser must open a bank account exclusively for the advertising campaign.

**6.2.** The financial institution name and campaign account number must be provided to the Clerk as soon as practicable after filing the registration.

**6.3.** During registration, the Clerk shall provide the registrant with a certificate indicating the preliminary maximum spending limit for third party advertising. A final spending limit certificate will be issued on or before September 30, 2026.

#### **7. Withdrawal of Registration**

A third party advertiser may withdraw their registration by submitting a written notice to the Clerk on or before October 23, 2026, at 4:30 p.m.

A withdrawal must:

- be submitted in writing;
- clearly state the registrant's name;
- be signed by the registrant or authorized representative; and
- include original signatures

The Clerk may request proof of identity from the individual submitting the withdrawal.

#### **8. Interpretation and Prevailing Authority**

The Procedure shall be interpreted in a manner consistent with the principles of the Act.

Where conflict exists between this Procedure and Provincial legislation, Provincial legislation prevails.