

(date)
(Name)
(Address)

Dear

Re: Third Party Advertiser Information – 2026 Municipal Election

Thank you for registering as a third-party advertiser for the 2026 Municipal Election for the Township of South Algonquin.

This letter is provided to outline certain legislative requirements and filing obligations under the Municipal Elections Act, 1996 (the “MEA”) applicable to registered third-party advertisers.

Registration and Eligibility

Third party advertiser registrations may be filed beginning May 1, 2026, and up to Friday, October 23, 2026 at 4:30 p.m., in accordance with section 88.6 of the MEA.

Please note that registration does not permit contributions to candidates and only authorizes advertising intended to support, promote, or oppose a candidate or question on the ballot.

Third Party Advertisement Requirements

Third party advertisements must contain:

- The name of the registered third-party advertiser;
- The municipality where the third-party advertiser is registered; and
- Contact information for the registered third-party advertiser, including a telephone number, mailing address, or email address.

These requirements are established under section 88.5 of the MEA.

Financial Record Keeping Requirements

Registered third-party advertisers are required under the Municipal Elections Act, 1996 to maintain complete and accurate financial records relating to:

- Contributions received;
- Advertising expenses incurred;

- Any other campaign expenses;
- Surplus funds; and
- Records supporting all financial transactions.

You are encouraged to retain:

- Copies of invoices and receipts;
- Bank statements;
- Deposit records;
- Advertising contracts;
- Copies/screenshots of advertisements; and
- Contribution documentation.

Campaign Bank Account

Pursuant to the Municipal Elections Act 1996, every registered third-party advertiser is required to open a bank account exclusively for the advertising campaign.

All contributions received and all campaign expenses incurred must flow through the campaign bank account. Campaign finances must not be combined with personal, corporate, or other accounts.

Contribution Rules

Please note that:

- Contributions may only be accepted from eligible contributors as defined under the MEA;
- Contributions exceeding \$25 must not be made in cash;
- Anonymous contributions exceeding \$25 are prohibited;
- Contributions may be accepted from individual's resident in Ontario, corporations carrying on business in Ontario, and trade unions holding bargaining rights in Ontario, subject to the requirements of the MEA; and
- A contributor may contribute no more than the legislated contribution limit to any one third-party advertiser.

The Clerk will separately provide your official Certificate of Maximum Third-Party Advertising Expenses and Contribution Limits in accordance with sections 88.21 and 88.22 of the Municipal Elections Act, 1996.

Filing Requirements

Registered third party advertisers are required to file a complete financial statement and auditor's report (if applicable) with the Clerk in accordance with section 88.28 of the MEA.

The required filing form is:

- Form 8 – Financial Statement – Auditor's Report – Third Party

The filing deadline for the 2026 Municipal Election is:

Tuesday, March 30, 2027 at 2:00 p.m.

A registered third-party advertiser whose campaign remains in deficit at the end of the campaign period may extend the campaign by filing Form 6 – Notice of Extension of Campaign Period with the Clerk on or before December 31, 2026, in accordance with the Municipal Elections Act, 1996. Third-party advertisers who extend their campaign will be required to file a supplementary financial statement for the extended campaign period.

Please note:

- A filing fee is not required at the time of filing the financial statement;
- Failure to file by the legislated deadline may result in penalties under the MEA, including registration restrictions and other penalties prescribed under the Municipal Elections Act, 1996 where applicable; and
- A supplementary reporting period may apply if contributions or expenses exceed the initial campaign period limits and the appropriate notice is filed.

Campaign Period

The campaign period for a registered third-party advertiser begins on the day the registration is certified by the Clerk and ends on December 31, 2026, unless extended in accordance with the Municipal Elections Act, 1996.

For your reference, a copy of the Ministry of Municipal Affairs and Housing's 2026 Guide for Third Party Advertisers is enclosed with this correspondence. The guide provides additional information regarding campaign rules, contribution limits, advertising requirements, financial reporting obligations, and compliance responsibilities under the Municipal Elections Act, 1996.

Additional Forms and Resources

The following forms may be required during your campaign:

- Form 6 – Notice of Extension of Campaign Period (if applicable);
- Form 7 – Notice of Registration – Third Party; and
- Form 8 – Financial Statement – Auditor’s Report – Third Party.

Forms and additional election information are available through the Township’s election webpage:

[Township of South Algonquin 2026 Municipal Election Information](#)

Please note that this correspondence and the enclosed materials are provided for general information purposes only and do not constitute legal advice. In the event of any discrepancy, error, omission, or conflict between this information and the Municipal Elections Act, 1996, the provisions of the Act and any applicable regulations shall prevail.

If you have questions regarding municipal election processes or filing requirements, please contact the undersigned. Registered third-party advertisers are encouraged to seek independent legal or accounting advice respecting their obligations under the Municipal Elections Act, 1996 where appropriate.

Enclosures:

- Certificate of Maximum Third-Party Advertising Expenses and Contribution Limit
- MMAH 2026 Third-Party Advertisers’ Guide

Regards,

Bryan Martin, CMM III
CAO/Clerk-Treasurer
Clerk for the 2026 Municipal Election
Township of South Algonquin
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613-334-5923