

# BULLETIN

## HANDMADE ELECTION ADVERTISING

Individuals who make their own election advertising materials on a small scale are not election advertising sponsors under the *Election Act*.

To be a provincial election advertising sponsor, an individual must pay others for advertising services, receive free advertising services from others, or produce and personally hand-out more than 25 copies of homemade signs or pamphlets during the campaign period. Therefore, individuals who:

1. use their own supplies and equipment to make their own election advertising materials, such as handmade signs or pamphlets,
2. do not work with others on either preparing or transmitting the advertising,
3. make 25 or fewer of their own signs or pamphlets, and
4. hand-deliver those signs or pamphlets directly to 25 or fewer other individuals

are not advertising sponsors.

There must be no question of who is responsible for the advertising. This means that the advertising must be hand-delivered directly to another person, not dropped in a mailbox or otherwise distributed anonymously.

Individuals who are not election advertising sponsors do not have to register with Elections BC, do not have to include an authorization statement on their election advertising and do not have to file disclosure reports.

Groups of individuals or organizations that conduct any sort of election advertising are advertising sponsors and must register with Elections BC before sponsoring the advertising.

This bulletin applies to election advertising under the *Election Act* only.

### Questions?

**For more information, contact Elections BC.**