



ELECTIONS BC

A non-partisan Office of the Legislature

GUIDE FOR
LOCAL ELECTIONS
THIRD PARTY SPONSORS IN B.C.

Table of contents

How to read this guide	1
Contact	1
Definitions	2
Elections BC	6
Elections BC: local elections campaign financing guides	7
Local elections: shared roles and responsibilities	7
Who does what	8
Third Party Advertising	9
Types of third party advertising	11
Review process and evaluation criteria	11
Requesting an opinion	12
Registering as a third party sponsor	13
When and how to register	13
Requirement to file registration information updates	14
Determining the sponsor of third party advertising	15
Sponsorship information on third party advertising	16
Third party advertising exempt from sponsorship information	17
Sponsorship information for advertising on the internet	17
Determining value of third party advertising	18
Valuing staff, volunteer and outside services	19
Prorating and apportioning third party advertising	20
Third party advertising expense limits	21
Attribution rules	22
Advertising Restrictions	24
Where and when election signs may be placed	24
Authority to remove third party advertising	24
Campaigning restrictions on General Voting Day	25
Sponsorship contributions	26
Sponsorship contribution source restrictions	26
Making and accepting sponsorship contributions	26
Anonymous sponsorship contributions	27
Discounted property or services	27
Donated property or services	28
Required contributor information and other recording requirements for sponsorship contributions	29
Significant contributors	30

Indirect contributions	30
Prohibited contributions	31
Loans or debts	31
Permissible loans	32
Disclosure statements	33
Who must file	33
Filing deadline	33
Late filing deadline.	34
Compliance review.	34
Supplementary reports	34
Requirement for retaining records	35
Public information	35
Penalties, offences and court order for relief	36
Third party sponsor penalties and offences	36
Failing to file a disclosure statement	36
Exceeding the expense limit	36
Providing false or misleading information	37
Court orders for relief	37
Disclosure statement completion instructions	39
Resources	58
Election legislation	58
BC Laws.	58

How to read this guide

The purpose of this guide is to assist third party sponsors to understand their responsibilities and legal obligations under the *Local Elections Campaign Financing Act* (LECFA). This guide provides valuable information and tips for meeting the recording and disclosure requirements for transactions related to third party advertising. The last part of the guide includes instructions for completing the required disclosure statement that must be filed with Elections BC after General Voting Day.

How LECFA applies to any particular case will depend on the individual circumstances and may change if there are new legislative or judicial developments. Where there is inconsistency between this guide and LECFA, LECFA will prevail.

LECFA is available on the Elections BC website (elections.bc.ca/lecf). It can also be viewed at BC Laws (bclaws.ca) or purchased from Crown Publications (crownpub.bc.ca).

Contact

Elections BC Local Elections Campaign Financing

Phone toll-free: 1-855-952-0280 / TTY: 1-888-456-5448

Email: lecf@elections.bc.ca

Fax: 250-387-3578

Toll-free Fax: 1-866-466-0665

Mailing Address:

PO Box 9275 Stn Prov Govt

Victoria, BC V8W 9J6

elections.bc.ca/lecf



[@ElectionsBC](https://twitter.com/ElectionsBC)



[/ElectionsBC](https://www.facebook.com/ElectionsBC)

Definitions

The following key terms have been used throughout this guide. Most of the terms are defined in the *Local Elections Campaign Financing Act* (LECFA).

Address for service	A mailing address or email address provided by an individual or organization at which notices and other communications will be accepted as served on or otherwise delivered to the individual or organization.
Anonymous contribution	A sponsorship contribution made by an eligible individual whose identity is unknown. An eligible individual cannot contribute more than \$50 anonymously to a single sponsor.
Assent voting	Voting on a bylaw or other matter for which a local government is required or authorized to obtain the assent of the electors. Assent voting may also be referred to as a “referendum.”
Authorized principal official	An individual who makes legally binding statements and declarations on behalf of a third party sponsor. Responsibilities include ensuring a disclosure statement is filed and retaining records related to sponsorship contributions and sponsored advertising.
B.C. Chief Electoral Officer	An independent Officer of the Legislature appointed by the Lieutenant Governor on the recommendation of the Legislative Assembly. The B.C. Chief Electoral Officer is responsible for the administration of the provincial electoral process in B.C. and the campaign financing and third party advertising provisions for local elections and non-election assent voting.
Campaign period	The period that begins on the 28th day before General Voting Day and ends at the close of voting on General Voting Day.
Candidate	In relation to candidate obligations applicable under LECFA, an individual who: <ul style="list-style-type: none"> (a) intends to become a candidate in an election, (b) is seeking or intends to seek endorsement by an elector organization for an election, or (c) was a candidate
Directed advertising	Advertising specifically related to a candidate or elector organization by naming the candidate or elector organization or identifying the candidate by an image, likeness, voice or physical description or identifying an elector organization by their logo.
Disclosure statement	A document that discloses activities related to third party advertising. All disclosure statements must be filed with Elections BC.
Election area	The defined geographical area where the election is held.

Election period	The period that begins on January 1 and ends on the 29th day before General Voting Day for general local elections. For by-elections, the election period starts on the day the office becomes vacant and ends on the 29th day before General Voting Day.
Elections BC	A non-partisan Office of the Legislature responsible for the administration of the provincial electoral process in B.C. and the campaign financing and third party advertising provisions for local elections and non-election assent voting events.
Elector organization	An organization that endorses or intends to endorse a candidate in an election.
Eligible individual	An individual who is a resident of British Columbia and a Canadian citizen or a permanent resident.
Expense limit	The maximum value of third party advertising expenses that a third party sponsor may incur in a campaign period.
Filing deadline	The last day (90 days after General Voting Day) a disclosure statement may be filed with Elections BC without a monetary penalty.
General Voting Day	The final voting day in a general local election, by-election or assent voting event.
Issue advertising	A form of third party advertising that is: <ul style="list-style-type: none"> (a) a communication respecting an issue of public policy, including an assent voting issue, and (b) not specifically related to any candidate or elector organization.
Jurisdiction	The applicable jurisdiction in which a general local election, by-election or assent voting event is held.
Late filing deadline	The last day (120 days after General Voting Day) on which a disclosure statement may be filed by a candidate, elector organization or advertising sponsor unless relief is granted by the Supreme Court.
Local authority	The local authority of a jurisdiction for which an election or non-election assent voting can be held.
Local election officer	An individual appointed by a local authority to conduct a general local election, by-election or non-election assent voting. Local election officers are also called chief election officers.
Market value	The lowest price charged for equivalent property or services in the market area at the relevant time.
Member	An individual or organization who is a member of an organization. It does not include persons who are exclusively financial contributors, customers, subscribers, followers or supporters.

GUIDE FOR LOCAL ELECTIONS THIRD PARTY SPONSORS IN B.C

Money	Includes cash, a negotiable instrument (cheque, money order or traveller's cheque), a payment by credit card and any form of electronic payment or funds transfer.
Non-election assent voting advertising sponsor	An individual or organization that sponsors non-election assent voting advertising or that registered as a non-election assent voting advertising sponsor.
Permissible loan	A loan made by an eligible individual or savings institution to an advertising sponsor.
Placement cost	The cost of purchasing third party advertising space on the internet, including a social media site or website.
Prohibited contribution	A sponsorship contribution that is made or accepted in contravention of LECFA.
Required contributor information	Information that must be recorded for all sponsorship contributions: <ul style="list-style-type: none"> (a) value of contribution (b) date the contribution was made (c) full name, mailing address and, if it is different, residential address of the contributor
Responsible principal official	A principal officer of an advertising sponsor who has consented to be a responsible principal official. Each third party sponsor that is an organization must have at least two individuals consent to be responsible principal officials, one of which must be the authorized principal official.
Significant contributor	An eligible individual who makes: <ul style="list-style-type: none"> (a) a sponsorship contribution having a value of \$100 or more, or (b) multiple sponsorship contributions to the same advertising sponsor such that the total value is \$100 or more.
Sponsorship contribution	Generally, a contribution of money, or the value of goods and services provided without compensation to an advertising sponsor. See page 26 for more information.
Sponsorship information	An authorization statement that is required to be on most third party advertising.
Supplementary report	A report that updates Elections BC of changed, added or corrected information to a disclosure statement. It includes a description of the circumstances leading to its submission.
Third party advertising	See page 9.
Third party sponsor	An individual or organization who sponsors or intends to sponsor election advertising independently from the election campaign of any candidate or elector organization.

<p>Value of third party advertising</p>	<p>The value of third party advertising is:</p> <ul style="list-style-type: none"> ▪ the price paid for preparing and transmitting the advertising (including applicable taxes), or ▪ the market value of preparing and transmitting the advertising (including applicable taxes), if no price is paid, or if the price paid is lower than the market value.
<p>Volunteer</p>	<p>An individual who provides services for no remuneration or material benefit, but does not include:</p> <ul style="list-style-type: none"> (a) an individual whose employer pays them for the time spent performing the services (b) an individual who is self-employed, if they usually sell or otherwise charge for the services provided

Elections BC

A non-partisan, independent Office of the Legislature, Elections BC is responsible for administering the provincial electoral process, including provincial general elections and by-elections, provincial referenda, recall and initiative petitions and initiative votes.

Elections BC is also responsible for administering campaign financing and election advertising rules under the *Local Elections Campaign Financing Act* (LECFA). This responsibility includes managing campaign financing disclosure requirements, conducting investigations, and enforcing the campaign financing and third party advertising provisions set out in LECFA. This responsibility also extends to by-elections and non-election assent voting events (also referred to as referenda) held by local election authorities outside of the general local elections cycle.

Elections BC's responsibilities under LECFA include:

- accepting, reviewing and publishing disclosure statements and supplementary reports
- assisting participants to comply with LECFA
- registering local advertising sponsors
- undertaking investigations and audits
- reporting on the administration of compliance with LECFA

Privacy notice

The information collected by Elections BC in the campaign financing disclosure statements and supplementary reports is to administer the *Local Elections Campaign Financing Act*.

For more information, contact the Privacy Officer at Elections BC:

1-800-661-8683, privacy@elections.bc.ca or PO Box 9275 Stn Prov Govt, Victoria, BC V8W 9J6

Elections BC: local elections campaign financing guides

This guide is for third party sponsors to assist with understanding the comprehensive rules under LECFA. Elections BC also produces the following guides available at elections.bc.ca/lecfa:

- Guide to Local Elections Campaign Financing in B.C. for Candidates and their Financial Agents
- Guide to Local Elections Campaign Financing in B.C. for Elector Organizations and their Financial Agents
- Guide for Local Non-election Assent Voting Advertising Sponsors in B.C.

Local elections: shared roles and responsibilities

General local elections are held every four years for mayors, councillors, electoral area directors, local community commissioners, board of education trustees, park board members and commissioners, advisory council members, regional trustees and Islands Trust local trustees in British Columbia.

Local governments and boards of education also hold by-elections to fill vacancies that occur between general local elections. Non-election assent voting is conducted periodically by local governments to obtain elector assent to carry out certain council and board recommendations (such as borrowing to construct a new library or recreation centre).

The Ministry of Municipal Affairs and Housing, the Local Government Management Association, the Union of British Columbia Municipalities, the Ministry of Education, the British Columbia School Trustees Association and Elections BC all have educational materials related to local elections.

A local election officer is the chief election officer or designated local authority officer appointed for a jurisdiction by a local government or board of education.

Local election officers are responsible for:

- receiving nomination documents
- declaring candidates
- administering voting opportunities
- counting votes
- declaring election results

Who does what

Area of administration	Who is responsible
Voting and ballots	Local election officers
Nomination process	Local election officers
Advertising rules	Elections BC
Campaign financing and disclosure rules	Elections BC
School trustees/school board elections	Ministry of Education
Legislation for local elections	Ministry of Municipal Affairs and Housing

Third Party Advertising

The *Local Elections Campaign Financing Act* (LECFA) includes:

- rules that third party sponsors must follow, including
- disclosure requirements for third party advertising and financing.

Third party advertising rules create accountability and transparency by requiring third party sponsors to record and disclose detailed information about third party advertising and financing activities. This includes sponsorship contributions and third party advertising expenses.

The campaign period begins 28 days before General Voting Day and ends at the close of voting on General Voting Day.

Organizations and individuals, other than candidates or elector organizations, that sponsor election advertising are third party sponsors.

The definition of third party advertising is broad and applies to advertising conducted by third parties during the campaign period.

Third party advertising is any transmission of a communication to the public by a third party sponsor during a campaign period that directly or indirectly promotes or opposes a candidate or an elector organization, including a communication that takes a position on an issue associated with a candidate or elector organization.

Example

Bill is a candidate running for councillor on a public platform of new bike lanes throughout the community. Two different signs are placed by third party sponsors. One sign directly promotes Bill as a candidate and the other sign indirectly promotes Bill by taking a position on the issue of bike lanes.

Direct promotion	Indirect promotion
"Vote for Bill on October 20"	"Vote for new bike lanes on October 20"

Third party advertising is only regulated during the campaign period. Advertising conducted outside of this period is not subject to third party advertising rules.

With the exception of sponsorship information, Elections BC does not regulate the content of third party advertising.

Third party advertising does not include:

- messages on the internet that do not, and would not normally, have a placement cost, including free social media posts, websites and videos. Examples of free messages that are not third party advertising include Facebook, Instagram and Snapchat posts, tweets, YouTube videos and websites.
- personal or private communications (such as private letters, emails, in-person or telephone conversations, etc.)
- free media coverage from a legitimate media provider (such as news stories, editorials, radio interviews, etc.)
- producing, promoting or distributing a publication if it was planned to be sold whether or not there was an election
- a communication by an individual or group sent directly to their members, employees or shareholders
- transmission by an individual, on a non-commercial basis, on the internet, or by telephone or text message of their personal views

Examples

Third party advertising	Not third party advertising
<ul style="list-style-type: none"> ▪ television, radio, newspaper or magazine advertisements ▪ signs, billboards, posters, bumper stickers or branded clothing or objects ▪ newsletters, brochures, mailing inserts or other advertising sent to the public ▪ ads on the internet with a placement cost (such as pay-per-click ads, Facebook ads, promoted posts, banner ads, pop-up ads, etc.) ▪ phone calls made using an automated system (i.e., robocalls) 	<ul style="list-style-type: none"> ▪ personal or private communications ▪ free media coverage from a legitimate media provider (such as a candidate debate on a local news channel, news stories, radio interviews, etc.) ▪ a communication by an individual or group sent directly to their members, employees or shareholders ▪ any free communication on the internet (such as Facebook, Twitter, Instagram, Snapchat, YouTube, etc.) ▪ person-to-person phone calls and text messages ▪ websites or blogs ▪ producing, promoting or distributing a publication if it was planned to be sold whether or not there was an election

Types of third party advertising

There are two types of third party advertising: directed advertising and issue advertising.

Directed advertising is third party advertising that identifies a candidate, includes a photo or likeness of a candidate or identifies a candidate by voice or physical description. Directed advertising also includes advertising that names an elector organization or includes a logo or likeness of a logo used by the elector organization.

Example of directed advertising

A third party sponsor sends out a brochure with the message:

“For change, vote Joe Smith for Mayor”

Issue advertising is third party advertising about an issue of public policy that a candidate or elector organization is associated with, but does not name the candidate or elector organization. It also includes advertising that takes a position on an assent voting question that is held in conjunction with an election.

Example of issue advertising

A third party sponsor pays for an advertisement in a local newspaper that says:

“Vote for the new ice rink to be built”

Review process and evaluation criteria

Elections BC reviews and responds to questions about third party advertising on a case-by-case basis.

The following questions are asked when determining if something is third party advertising:

- Was the message transmitted to the public?
- Was it during the campaign period?
- Did it directly or indirectly promote or oppose a candidate or elector organization, or did it take a position on an issue with which a candidate or elector organization is associated?
- If the message was transmitted over the internet, was there, or would there normally be, a placement cost?

If the answer is “yes” for any of the above questions, the message could be third party advertising.

Indicators that advertising and activities may be third party advertising include:

- advertising that identifies candidates or elector organizations
- advertising that evaluates the performance of candidates or elector organizations
- advertising that compares the positions of candidates or elector organizations on a policy issue
- the promotion of, or opposition to, policy issues associated with a candidate or an elector organization
- advertising which references the election, voting and/or the date of General Voting Day
- advertising which uses language like “Your choice” or “Make your voice heard”
- advertising specifically planned to coincide with the campaign period
- formatting or branding a communication in a similar manner to a candidate’s or elector organization’s own election material
- a substantial increase in the normal volume of advertising
- a substantial increase in the number and size of public events
- advertising that promotes or opposes a particular result in assent voting during a local election

Indicators that advertising and activities may not be third party advertising include:

- advertising that does not name a candidate or elector organization or take a position on an issue supported or opposed by a candidate or an elector organization
- advertising that has occurred historically during that particular time of year
- advertising that is consistent with previous advertising conducted by the individual or organization
- factual information on how to contact the individual or organization conducting the advertising

Requesting an opinion

On request, Elections BC will review a message and provide an opinion on whether it could be third party advertising. To request an opinion, contact Elections BC toll-free by phone at 1-855-952-0280 or by email at lecf@elections.bc.ca.

Obtaining an opinion from Elections BC is not the same as obtaining a legal opinion. For greater certainty, obtain independent legal advice.

Registering as a third party sponsor

An individual or organization that wants to sponsor third party advertising must register with Elections BC before doing the advertising. Any individual or organization can apply to register as a third party sponsor and is subject to the registration and financing disclosure requirements under the *Local Elections Campaign Financing Act* (LECFA).

Registered third party sponsors must be independent from the election campaigns of candidates and elector organizations. This means a third party sponsor must not conduct third party advertising on behalf of, or together with, a candidate or elector organization. A third party sponsor and a candidate or elector organization cannot coordinate their advertising campaigns.

Candidates and elector organizations can be third party sponsors, but they can only conduct third party advertising that is not related to their own election campaign.

Example

A candidate running for office in Victoria may sponsor third party advertising in Prince George.

When and how to register

To register, an application must be completed and submitted to Elections BC before conducting any third party advertising. The application form can be obtained by contacting Elections BC or found at elections.bc.ca/lecf.

An application must be fully completed and include the following:

Individual	Organization
Name and contact information.	Names and contact information of the organization and its responsible principal officials (one of whom must act as the authorized principal official).

Third party sponsor applications require solemn declarations, which must be witnessed by a Commissioner for Taking Affidavits for British Columbia. This can be done free of charge by:

- local election officers
- Service BC Centre staff (servicebc.gov.bc.ca/locations)
- Elections BC staff in Victoria

Steps to apply to register as a third party sponsor:

1. Complete the relevant application form (available at elections.bc.ca/lecf)
 - 4700 - Registration Application – Individual
 - 4701 - Registration Application – Organization
 - 4701B – Registration Application – Responsible Principal Officials
2. Submit the form(s) to Elections BC by email, mail or fax.
3. If the application is approved, Elections BC will send a letter confirming registration.
4. If the application is not approved, or if more information is required, Elections BC will contact the applicant, explain the reasons for refusal and provide an opportunity to supply the additional information for a reconsideration of the decision.

Registration as a third party sponsor is only valid for one election. Third party sponsors will need to re-register with Elections BC if they wish to sponsor third party advertising in a future election.

Requirement to file registration information updates

Registered third party sponsors must keep their registration information current by advising Elections BC if any of their information changes (i.e., a change in contact information or responsible principal officials).

Steps to update third party sponsor registration information:

1. Complete the applicable update form (available at elections.bc.ca/lecf)
 - 4702 - Registration Update – Individual
 - 4703 - Registration Update – Organization
 - 4703B – Registration Update – Responsible Principal Officials
2. Submit the form(s) to Elections BC by email, mail or fax.
3. If the update form is complete, Elections BC will update the information without contacting the sponsor.
4. If more information is required to process the registration update, Elections BC will make contact and explain what is required.

Determining the sponsor of third party advertising

Generally, the sponsor of third party advertising is the individual or organization that pays for the advertising. If two or more third party sponsors sponsor advertising together, they are co-sponsors.

Example

Amanda and Jeremy are both registered third party sponsors that decide to create a shared brochure. Amanda designs and prints the brochure for both sponsors to distribute.

Who is the sponsor of the advertising?

Amanda and Jeremy are co-sponsors of the advertising.

The third party sponsor is still the sponsor even if:

- the advertising is provided to the sponsor as a sponsorship contribution, or
- another individual or organization conducts advertising on behalf of the sponsor

Example

A local parents' group meets with XYZ Organization and they decide, with XYZ's consent, that the parents' group will create brochures on their behalf and distribute them door-to-door during the campaign period.

Who is the sponsor of the advertising?

XYZ Organization is the sponsor. The local parents' group is working on behalf of XYZ to create and distribute the brochures. The cost of preparing and printing the brochure is an advertising expense of XYZ Organization. Because only eligible individuals may make a sponsorship contribution to a third party sponsor, the parents' group cannot pay for the brochures. XYZ Organization must pay for or reimburse the cost of the advertising.

Sponsorship information on third party advertising

Sponsorship information, also known as an authorization statement, is required on most third party advertising and must include:

- the name of the sponsor,
- the words “authorized by” in front of the sponsor’s name,
- that the sponsor is registered under LECFA, and
- a B.C. phone number, or B.C. mailing address or email address at which the sponsor can be contacted

Although there are no size requirements for the sponsorship information, it must be clear and readable.

Sponsorship information must be on the third party advertising itself and must be in English or understandable to readers of English. If the advertising is in another language, the sponsorship information must also be in that language or understandable to readers of that language.

If the advertising is co-sponsored by two or more third party sponsors, the sponsorship information for each sponsor must be on the advertising.

Example 1

Individual

Authorized by John Smith, registered sponsor under LECFA, 604-123-4567

Example 2

Organization

Authorized by XYZ Company, registered sponsor under LECFA, xyz@company.ca

Example 3

Individual – another language

जॉन स्मिथ LECFA तहत पंजीकृत प्रायोजक द्वारा अधिकृत 604-123-4567

Authorized by John Smith, registered sponsor under LECFA, 604-123-4567

Example 4

Multiple Sponsors

Authorized by ABC Company, registered sponsor under LECFA, 250-123-4567 and ABC Trade Union, registered sponsor under LECFA, 250-123-8910

Third party advertising exempt from sponsorship information

Certain types of third party advertising do not require sponsorship information:

- clothing
- novelty items (such as buttons, badges, pins, stickers, bumper stickers, wristbands)
- small items of nominal value that are intended for personal use (such as pens, mugs, magnets, key chains, notepads, business cards)

Sponsorship information for advertising on the internet

For internet advertising that has or would normally have a placement cost, the sponsorship information does not need to be on the ad if there is a link that takes the viewer to the website, landing page or profile page that contains it.

Determining value of third party advertising

The value of third party advertising is an advertising expense and is either:

- the price paid for preparing and transmitting the advertising
- if the advertising is provided for free or at a discount, the market value of preparing and transmitting the advertising

The value of third party advertising includes all property and services used in preparing and transmitting the advertising to the public (such as materials, transmission fees, design services, taxes, etc.).

Example

A third party sponsor pays an agency \$500 to produce a radio advertisement and then pays a radio station \$150 per play. The ad is played 20 times during the campaign period.

What is the value of this advertising?

The production cost plus the cost per play multiplied by the number of times played: $\$500 + \$3,000 (\$150 \times 20 \text{ plays}) = \$3,500$.

Individuals who are sponsors do not have to value their own services used to prepare or transmit third party advertising. However, they must include any property consumed in producing or transmitting the advertising, such as paper, wood, paint and gasoline. Property not consumed, such as a vehicle or a computer, is not included in the value of the advertising.

Example

An individual sponsor prepares a brochure on their own computer and makes 500 copies at a local print shop for \$0.25 per copy. The sponsor delivers the brochures using their own car to 500 different homes within the community. The sponsor uses \$20 worth of gas to deliver the brochures.

What is the value of this advertising including all applicable taxes?

$500 \text{ brochures} \times \$0.25 \text{ printing} = \125 x a tax rate of 12% = \$140 + \$20 gas (tax already included) = \$160 total value.

Valuing staff, volunteer and outside services

A volunteer's services do not need to be valued or included in the value of third party advertising.

The value of services used to prepare and transmit third party advertising must be included in the value of third party advertising if:

- the services are purchased or received from an outside vendor, or
- the services are performed by employees of an organization that is a third party sponsor
- the services are provided by a self-employed individual that normally charges for the service

Example

A third party sponsor has a paid staff member prepare an advertising message that is third party advertising.

Does the sponsor include the value of the staff member's services in the value of the third party advertising?

Yes. The staff member's services are included in the value of the advertising. Since the staff member is paid to perform these services, their wages are included in the value of the advertising.

The value of any property owned by a volunteer that is consumed in producing or transmitting third party advertising, such as paper, wood, paint and gasoline must be included in the value of third party advertising. Property of a volunteer that is not consumed in producing or transmitting advertising, such as a vehicle or a computer, is not included in the value of the advertising.

Example

A volunteer uses their own vehicle to drive around the community and place third party advertising signs. The volunteer uses \$10 of gas to do this.

What does the sponsor need to include in the value of third party advertising?

The sponsor must include the full value of the signs and the \$10 of gas that the volunteer used to place the signs.

Prorating and apportioning third party advertising

The value of third party advertising can be prorated or apportioned according to the following principles:

- The full production cost of the advertising must be included in the value. This applies to all third party advertising even if the advertising is used for other purposes before the campaign period or will continue to be used after the election.
- For transmission costs, include only the portion related to transmission during the campaign period.
- For third party advertising that is co-sponsored by two or more registered third party sponsors, each sponsor must report the amount that they paid and the total value of the shared advertising.

Example

Two third party sponsors jointly rent a billboard for one year at a rate of \$1,000 per month (\$12,000 total). The cost of producing the billboard advertisement is \$2,000. The billboard meets the definition of third party advertising, and it remains on display through the campaign period.

What is the value of the third party advertising?

Since the campaign period is 29 days, including General Voting Day, 29 days' worth of transmission costs must be included along with the full production value of the billboard advertisement. The total value of the third party advertising must be fully reported by both sponsors.

Total value of third party advertising:

$\$2,000 + [\$12,000 \div 365 \text{ days} \times 29 \text{ days}] = \$2,953.42 \text{ each.}$

Third party advertising expense limits

There are two expense limits for third party advertising: a **directed** advertising expense limit and a **cumulative** advertising expense limit.

The directed advertising expense limit is the limit that applies to directed advertising. The cumulative advertising expense limit applies to the total amount of advertising conducted by a third party sponsor, including both directed and issue advertising.

Directed advertising limits are specific to an election area and apply to advertising for or against candidates and/or elector organizations. These limits vary by election area.

The cumulative advertising limit is \$150,000 and applies to directed and issue advertising in all election areas. The total value of election advertising cannot exceed this limit.

The Ministry of Municipal Affairs and Housing and the Ministry of Education calculate campaign period expense limits for third party sponsors.

All third party sponsors are subject to these expense limits, which are based on the population of the election area.

An election area is the geographical area where the election is held.

Elections BC will publish the expense limits no later than May 31 in the year of general local elections.

For by-elections, the expense limits for the most recent general local elections apply.

If a third party sponsor exceeds their expense limit:

- monetary penalties will apply
- disqualification penalties will apply
- they commit an offence

Expense limits for third party advertising can be found at elections.bc.ca/lecf.

Example

Mark registers as a third party sponsor to promote candidates for mayor and board of education trustee. Mark needs to determine the applicable expense limits. On the Elections BC website at elections.bc.ca/lecf, Mark finds the relevant election areas and determines that the expense limits for directed advertising for mayor is \$2,000 and for board of education trustees is \$1,200.

If he spends the maximum on directed election advertising (\$2,000 + \$1,200) he still has a cumulative limit of \$146,800 he can spend on issue advertising (\$150,000 - \$2,000 - \$1,200).

Attribution rules

There are specific attribution rules for third party sponsors that conduct directed advertising. In order to meet the disclosure requirements, sponsors are encouraged to record as much information as possible about each directed advertising expense, including:

- the total value of the expense,
- which election area(s) the advertising relates to, and
- how much time or space in the ad is attributed to each candidate or elector organization.

Third party sponsors are encouraged to contact Elections BC for clarity on how to attribute third party advertising expenses.

For directed third party advertising in relation to a single election area, the total value of the expense must be attributed to the expense limit for that election area.

For directed third party advertising in relation to multiple election areas, the expense must be attributed using the following rules.

For directed advertising that relates to multiple candidates, or candidates and elector organizations, sponsors must attribute the value of the advertising to each applicable election area's expense limit based on the amount of time and space related to each election area.

Example

Scott conducts directed advertising to promote the candidates endorsed by ABC Elector Organization for both city council in Election Area A and the local board of education in Election Area B. Scott's advertising has a total value of \$2,000 and provides equal space for each election area.

How must Scott attribute the advertising expense to each election area?

Scott must attribute \$1,000 to the expense limit for each election area because the advertising space related to each election area was the same.

For directed advertising that relates to elector organizations and is not related to candidates, sponsors must divide the total value of each advertising expense by the number of election areas it is related to. This value must be applied to each election area's expense limit.

Example

Mildred conducts directed advertising to oppose ABC Elector Organization, which is endorsing candidates in Election Area A and Election Area B. The advertising has a total value of \$1,500.

How must Mildred attribute the expense to each election area?

Mildred must attribute \$750 to each election by dividing the total value of the ad by the number of election areas it relates to ($\$1,500 \text{ total value} \div 2 \text{ election areas} = \750).

Third party sponsors may also share advertising with other registered sponsors, but the total value of the advertising is still subject to the same limit (i.e., they do not each get a separate limit).

Each third party sponsor must report the amount they paid for the shared advertising.

Advertising Restrictions

Where and when election signs may be placed

Elections BC does not regulate where and when signs may be placed. However, local governments have the authority to regulate the size, placement, maintenance and removal of signs and other forms of public advertising. Contact your local government for more information about election sign bylaws in your area.

The Ministry of Transportation and Infrastructure regulates sign placement on provincial highways. Please refer to the Ministry's policy at <https://www2.gov.bc.ca/gov/content/transportation/transportation-infrastructure/engineering-standards-guidelines/technical-circulars/election-referendum-sign-policy>.

Important safety note: placing election signs by digging or driving stakes into the ground can pose a safety hazard to sign installers and to underground infrastructure (such as gas lines and other utilities). Before placing election signs, you may wish to contact BC One Call at 1-800-474-6886 to determine if there are risks in your area. This service is free of charge and is not associated with Elections BC.

Authority to remove third party advertising

If third party advertising does not include the required sponsorship information, or is conducted by an unregistered third party sponsor, Elections BC may require that the advertising be:

- corrected
- discontinued
- covered
- obscured
- removed
- destroyed

Campaigning restrictions on General Voting Day

An individual or organization must not transmit third party advertising to the public on General Voting Day (GVD), except:

- advertising on the internet as long as the advertising was transmitted to the public before GVD and was not changed before the close of voting
- advertising by means of signs, posters or banners
- distributing pamphlets
- advertising on the internet that is for the sole purpose of encouraging voters to vote

Permitted on General Voting Day	Not permitted on General Voting Day
<ul style="list-style-type: none"> ▪ using free social media ▪ person-to-person interactions, such as phone calls, emails, text messages, etc. ▪ placing signs or distributing brochures outside of 100 metres from a voting place ▪ third party advertising on the internet as long as the advertising was not changed on GVD or is solely to encourage voters to vote ▪ campaign meetings or rallies outside of 100 metres from a voting place 	<ul style="list-style-type: none"> ▪ scheduling paid ads on the internet, including paid social media posts on Facebook, Twitter, Instagram, etc. ▪ automated voice calls (robocalls) and automated text messages ▪ placing signs or distributing brochures within 100 metres of a voting place ▪ television, radio or newspaper ads

Third party advertising is never permitted within 100 metres of a voting place while voting is being conducted.

For more information about the 100 metre rules, please contact your local authority.

Sponsorship contributions

A sponsorship contribution is the value of any money, property or services provided without compensation to a third party sponsor to be used for third party advertising. A sponsorship contribution can be made at any time.

A sponsorship contribution can be a donation of money or goods, advance, deposit or discount. Sponsorship contributions of money can be made by cash, cheque, credit card or electronic funds transfer.

Sponsorship contribution source restrictions

Sponsorship contributions can only be made by eligible individuals and cannot be made by organizations or any other individuals.

An eligible individual is:

- a resident of British Columbia, and
- a Canadian citizen or a permanent resident

There are no limits to the value of sponsorship contributions an eligible individual can make.

Making and accepting sponsorship contributions

The following are rules for making and accepting sponsorship contributions:

- Only eligible individuals may make sponsorship contributions and third party sponsors may only accept contributions from eligible individuals.
- When accepting a sponsorship contribution, the third party sponsor must record the value, the date the contribution was made and the required contributor information, including their residential address.
- Contributors must provide information so that third party sponsors can meet their legal disclosure requirements.
- Donated (in-kind) property or services must be assigned a market value, recorded and disclosed in the same way as contributions of money.

Crowdfunding, or crowdsourcing, for sponsorship contributions through the internet is also permitted. The crowdfunding system must require the contributor to provide the value, the date the contribution was made and the required contributor information so the sponsor can record it. Anonymous contributions cannot be collected over the internet.

Anonymous sponsorship contributions

Anonymous contributions of **\$50 or less** are allowed. However, an eligible individual can only give a total of \$50 in anonymous contributions to a single third party sponsor. The sponsor must record the value and date of the contribution and how it was received.

An anonymous contribution of more than \$50 is prohibited. It is also prohibited to accept multiple anonymous contributions from the same eligible individual totalling more than \$50.

An anonymous contribution must be truly anonymous. This means that the sponsor does not know who made the contribution. It is not permissible for a contributor to ask that their contribution be anonymous.

Example

A third party sponsor is hosting a social function and asks Maya, a volunteer for the sponsor, to monitor a donation jar at the entrance. Maya observes that eight people make anonymous contributions totalling \$112, and no one donates more than \$50.

Are these anonymous contributions permissible?

Yes. They are permissible because no one has donated more than \$50.

Discounted property or services

If property or services are provided by an eligible individual to the sponsor at less than market value, the eligible individual is making a sponsorship contribution. The sponsorship contribution is the difference between the price paid and the market value.

Market value is the lowest price charged for an equivalent amount of property or services in the market area at the time.

Example

Jeremy is a sole proprietor of a sign shop and gives a special discount on signs to a third party sponsor. The signs would normally cost \$1,500, but the sponsor is only charged \$1,000. Jeremy has made a sponsorship contribution as an eligible individual.

(Remember that organizations may not make sponsorship contributions, so if Jeremy's business is incorporated, it must not give the sponsor a discount.)

What is the value of the contribution?

The sponsorship contribution is valued and recorded as \$500 (\$1,500 - \$1,000).

Donated property or services

Donated property or services, also called in-kind contributions, may only be given by eligible individuals and must be recorded as a sponsorship contribution. The value of an in-kind sponsorship contribution is its market value.

Example

Deanne donates wood for signs to a third party sponsor. The value of the wood is \$500. Deanne is making a sponsorship contribution as an eligible individual.

What is the value of the contribution?

The value of the sponsorship contribution is \$500.

Required contributor information and other recording requirements for sponsorship contributions

Third party sponsors must keep accurate and detailed records of all financial transactions. Detailed records will make completing the disclosure statements easier.

Sponsors must record the following for each sponsorship contribution:

- the full name, mailing address and, if it is different, residential address of the contributor
- the value of the sponsorship contribution
- the date the sponsorship contribution was made

A residential address is the eligible individual's home address. Mailing addresses such as a PO box, work address or commercial address do not meet the recording requirements.

A contribution must come from a single eligible individual. If a contribution appears to come from multiple eligible individuals, the sponsor must determine which contributor made the donation and record that information.

Example

Josie, a third party sponsor, receives a contribution by cheque from Sam and Pat Smith for \$300. Josie must determine which eligible individual made the contribution.

Scenario 1

Josie contacts Sam and Pat and asks which name should be recorded as the contributor. Sam tells Josie that the contribution was intended to come from both of them. Josie records a contribution of \$150 each from Sam Smith and Pat Smith.

Scenario 2

Sam tells Josie that the contribution was from Pat only. Josie records a \$300 contribution from Pat Smith.

Significant contributors

Significant contributors are eligible individuals who make sponsorship contributions of **\$100 or more** to the same third party sponsor. The contributions could be either a single donation of \$100 or more, or multiple donations that total \$100 or more. This includes in-kind contributions.

Information about significant contributors must be disclosed in the third party sponsor's disclosure statement. This includes:

- full name and residential address of contributor
- value of contribution
- date of contribution

Elections BC will remove residential addresses of contributors before publishing disclosure statements.

Example 1

On September 1, Raj, a third party sponsor, receives a \$50 contribution from his uncle, who is an eligible individual. It is the first contribution his uncle has made.

Is the uncle a significant contributor?

No. The value is less than \$100.

Example 2

On September 23, Raj's uncle gives Raj a \$75 contribution.

Is the uncle now a significant contributor?

Yes. The total contributions from him are now \$100 or more ($\$50 + \$75 = \125).

Indirect contributions

Indirect sponsorship contributions are not allowed. This means that someone cannot give money or other property or services to a person for that person to make a sponsorship contribution.

Making a sponsorship contribution with someone else's money, property or services is also prohibited.

Prohibited contributions

It is an offence to make or knowingly accept a prohibited contribution. If a third party sponsor becomes aware that a contribution is prohibited, they must return the contribution, or an amount equal to its value, within 30 days.

If the contribution cannot be returned (such as an anonymous contribution over \$50) the sponsor must send it to Elections BC.

Example

A third party sponsor receives an anonymous contribution of \$75 in an envelope. The sponsor keeps \$50 and sends the remaining \$25 to Elections BC.

Is this permissible?

No. All of the \$75 must be sent to Elections BC because it is an anonymous contribution over \$50.

Loans or debts

Any loan or debt in relation to third party advertising that remains unpaid for six months after it becomes due converts to a sponsorship contribution unless the creditor has started legal proceedings to recover it. Creditors keep their rights to collect the loan or debt past the six month period even if no action to collect is taken.

Prohibited contribution rules apply to loans or debts that become sponsorship contributions from organizations.

If a loan or debt becomes a sponsorship contribution after the disclosure statement is filed with Elections BC, the sponsor must file a supplementary report. See page 34 for information on supplementary reports.

Permissible loans

Third party sponsors may receive loans from eligible individuals and savings institutions for third party advertising. Loans from savings institutions must not have an interest rate that is lower than the prime rate of the government's principal banker.

Sponsors must record the following for each loan received:

- if the loan is received from an eligible individual, the full name and residential address of the lender
- if the loan is received from a savings institution, the name of the savings institution
- amount of the loan
- date the loan was made
- due date of the loan
- interest rate of the loan
- if the loan is received from a savings institution, the prime rate of interest at the time the loan is made

If a sponsor becomes aware that a loan has been accepted in contravention of LECFA, they must return the loan or pay the lender an amount equal to the loan within 30 days.

Disclosure statements

Third party sponsors are responsible for filing disclosure statements with Elections BC. A disclosure statement includes information on all sponsorship contributions and third party advertising expenses. A disclosure statement must be filed for every third party sponsor. All disclosure statements must be completed on Elections BC forms.

Who must file

Third party sponsors that have less than \$500 of advertising expenses only have to file the cover page of the disclosure statement.

Third party sponsors that have advertising expenses of \$500 or more must include all other applicable forms in the disclosure statement.

If the third party sponsor is an organization, the responsible principal officials have a responsibility to ensure that the disclosure statement is filed.

Disclosure statements can be filed by:

- email
- mail
- courier
- fax
- hand to a Service BC Centre (servicebc.gov.bc.ca/locations)
- hand to the Elections BC office in Victoria

Filing deadline

The filing deadline for disclosure statements is 4:30 p.m. (Pacific time), 90 days after General Voting Day.

The disclosure statement must be received and accepted by Elections BC by the filing deadline. A postmark is not acceptable as proof of delivery.

Disclosure statements filed by the filing deadline are accepted as long as the disclosure requirements are met. If a disclosure statement requires additional information before it can be accepted, Elections BC will contact the sponsor to give them an opportunity to make the required corrections. If a sponsor does not meet the 90 day deadline, they may file the disclosure statement under the late filing provisions discussed below.

The B.C. Chief Electoral Officer may grant extensions to the filing deadline in extraordinary circumstances. Requests for extensions must be made in writing to the B.C. Chief Electoral Officer before the 90 day filing deadline.

Late filing deadline

The late filing deadline is 4:30 p.m. (Pacific time), 120 days after General Voting Day (GVD). Disclosure statements submitted between 91 and 120 days after GVD must include a \$500 late filing fee.

It is an offence to not file a disclosure statement by the late filing deadline. There are significant penalties for committing offences.

Compliance review

Elections BC conducts a routine compliance review of each disclosure statement to ensure the requirements under the *Local Elections Campaign Financing Act* are met. If any issues are identified, Elections BC will contact the third party sponsor to request additional information.

If issues identified during the compliance review remain unresolved, Elections BC may require the sponsor to file a supplementary report.

Supplementary reports

If Elections BC advises a third party sponsor that a supplementary report is required, it must be submitted within 30 days of the notification.

A supplementary report must also be filed if a sponsor becomes aware that information previously disclosed has changed or does not completely and accurately disclose the information required.

A supplementary report must:

- provide details about the addition, change or correction to the original disclosure statement
- include a description of the circumstances that led to filing the supplementary report
- be in a form approved by Elections BC

Requirement for retaining records

Third party advertising records must be retained in British Columbia until five years after General Voting Day. These records must include:

- copies of the disclosure statement forms
- records of contributions and required contributor information
- deposit slips
- expense receipts
- cheque registers
- transaction slips
- all other records related to sponsorship contributions and third party advertising

Sponsors must keep all records and other material related to the disclosure statement until all disclosure requirements have been fulfilled. If the sponsor is an organization, the authorized principal official becomes responsible for retaining records and materials after the disclosure requirements are met.

Public information

Disclosure statements are made available on the Elections BC website after the filing deadline. They may also be viewed at the Elections BC office in Victoria. All residential addresses of significant contributors will be obscured prior to publication.

Copies of disclosure statements may be obtained from Elections BC for a fee.

Penalties, offences and court order for relief

Elections BC works closely with participants to help them understand and comply with the local elections third party advertising rules and regulations.

Third party sponsor penalties and offences

Failing to comply with the third party advertising rules in the *Local Elections Campaign Financing Act* (LECFA) is an offence and a person who commits an offence is liable to a fine and/or imprisonment.

There are also administrative penalties imposed by the B.C. Chief Electoral Officer for failing to comply with the third party advertising rules. Administrative penalties include monetary penalties and disqualification.

A list of disqualified candidates, elector organizations and advertising sponsors is available on the Elections BC website and at the Elections BC office in Victoria.

Failing to file a disclosure statement

Third party sponsors who fail to file a disclosure statement or supplementary report are disqualified from sponsoring third party or non-election assent voting advertising and prohibited from accepting sponsorship contributions until after the next general local elections. However, sponsors may still accept sponsorship contributions for the purpose of paying debts in relation to the election to which the penalty applies.

It is also an offence to fail to file a disclosure statement or supplementary report. If the sponsor is an individual, they are liable to a fine of up to \$10,000 and/or imprisonment for up to two years. If the sponsor is an organization, they are liable to a fine of up to \$20,000.

Exceeding the expense limit

Third party sponsors who exceed their expense limit must pay monetary penalties. Sponsors that are individuals must pay a penalty of twice the amount by which they exceeded the limit. Sponsors that are organizations must pay a penalty of five times the amount by which they exceeded the limit.

Monetary penalties are made payable to the Minister of Finance.

It is also an offence to exceed an expense limit. If the sponsor is an individual, they are liable to a fine of up to \$5,000 and/or imprisonment for up to one year. If the sponsor is an organization, they are liable to a fine of up to \$10,000.

Providing false or misleading information

Providing false or misleading information or making false or misleading statements under LECFA is an offence. Individuals who commit such an offence are liable to a fine of up to \$10,000 and/or imprisonment for up to two years. Organizations that commit such an offence are liable to a fine of up to \$20,000.

Court orders for relief

Third party sponsors or responsible principal officials can apply to the Supreme Court for a court order for relief from disclosure requirements and expense limit penalties. These applications must be made before the late filing deadline.

Sponsors applying for court relief may want to consult independent legal counsel about the court process.

For details on filing for a court order for relief, see sections 66-72 of the *Local Elections Campaign Financing Act*.

Disclosure statement completion instructions

The disclosure statement forms provided by Elections BC are mailed after the sponsor's registration application is approved. These forms contain the contact information provided on the registration application. Blank versions of these forms are also available online at elections.bc.ca/lecf.

The following are some general instructions when completing all forms:

- Submit all relevant forms. Forms not relevant to the sponsor do not need to be filed. If there is doubt whether a form should be filed, contact Elections BC.
- Complete the forms online or by hand.
- Ensure the sponsor's name is on each page.
- Enter dates as YYYY/MM/DD – e.g., for October 20, 2018, enter 2018/10/20.
- Number the pages of forms that have more than one page using the boxes in the top right corner of the forms – e.g., page 1 of 2, page 2 of 2, etc.

4500 – Disclosure statement

The cover page must be completed for all disclosure statements filed, including amendments (supplementary reports). Please ensure that each relevant field is completed and correct.

1. Enter the full name of the third party sponsor, including the sponsor's usual name, acronym, abbreviation or other names, and the legal name, if different.
2. Enter the date of General Voting Day (YYYY/MM/DD).
3. Enter the mailing address, phone number and (if available) email address of the sponsor.
4. If the sponsor was also a candidate or elector organization, enter the name of the jurisdiction and election area where the sponsor was a candidate or elector organization. A separate disclosure statement must be filed for candidates and elector organizations.
5. Enter the full name, mailing address, phone number and (if available) email address of the authorized principal official of the sponsor.
6. Enter the full name and mailing address of the responsible principal official of the sponsor.
7. Tick this box if the total value of all advertising you sponsored during the campaign period was less than \$500. In this case, you only need to file this cover page.
8. The declaration must be signed and dated by the sponsor. If the sponsor is an organization, the declaration must be signed by the authorized principal official.

4500 - DISCLOSURE STATEMENT

LOCAL ELECTIONS THIRD PARTY SPONSOR



FULL NAME OF SPONSOR CANADIAN INDUSTRY COMPANY ①			GENERAL VOTING DAY (YYYY/MM/DD) 2018/10/20 ②	
SPONSOR'S USUAL NAME, ACRONYM, ABBREVIATIONS AND OTHER NAMES CIC			SPONSOR'S LEGAL NAME (IF DIFFERENT) CANADIAN INDUSTRY COMPANY LIMITED	
MAILING ADDRESS 101-1010 BINARY RD ③			PHONE NO. 250-555-4321	
CITY/TOWN VICTORIA	PROV. BC	POSTAL CODE V1A 2B3	EMAIL (IF AVAILABLE) CANADIAN_IND_COMP@EMAIL.CA	

JURISDICTION WHERE SPONSOR WAS EITHER A CANDIDATE OR ELECTOR ORGANIZATION (IF APPLICABLE)

CAPITAL REGIONAL DISTRICT ④

ELECTION AREA WHERE SPONSOR WAS EITHER A CANDIDATE OR ELECTOR ORGANIZATION (IF APPLICABLE)

ELECTION AREA G

For organizations only:

AUTHORIZED PRINCIPAL OFFICIAL'S FULL NAME LINDA MCGARNIGLE ⑤			
AUTHORIZED PRINCIPAL OFFICIAL'S MAILING ADDRESS 9732 SOME ST			PHONE NO. 250-555-6789
CITY/TOWN VICTORIA	PROV. BC	POSTAL CODE V2G 7X4	EMAIL (IF AVAILABLE) LINDAM@EMAIL.CA
RESPONSIBLE PRINCIPAL OFFICIAL'S FULL NAME SAM G EAGLE ⑥			
RESPONSIBLE PRINCIPAL OFFICIAL'S MAILING ADDRESS 726 BIRDS NEST BLVD			
CITY/TOWN SAANICH	PROV. BC	POSTAL CODE V9H 3K3	

All responsible principal officials must be listed. Attach additional forms if necessary.

LIMITED ADVERTISING ACTIVITY ⑦

Advertising sponsored during campaign period had a total value of less than \$500. No additional forms required.

DECLARATION:

I, the undersigned, declare that to the best of my knowledge and belief, this disclosure statement completely and accurately discloses the information required under the *Local Elections Campaign Financing Act*.

SIGNATURE OF INDIVIDUAL SPONSOR OR AUTHORIZED PRINCIPAL OFFICIAL FOR ORGANIZATION <i>Linda McGarnigle</i> ⑧	DATE (YYYY/MM/DD) 2019/01/10
--	---------------------------------

WARNING: Signing a false declaration is a serious offence and is subject to significant penalties.

4501 – Summary of total value of advertising

This form is used to report the total value of all advertising sponsored during the campaign period. This includes the total value of all issue advertising and directed advertising disclosed on all forms 4502 – Value of Directed Advertising by Class and Election Area.

1. Enter the total value of each class of election advertising sponsored.
2. Enter the value and a brief description for any other types of election advertising sponsored.
3. Enter the total value of election advertising sponsored into box A.

4501 - SUMMARY OF TOTAL VALUE OF ADVERTISING
LOCAL ELECTIONS THIRD PARTY SPONSOR



NAME OF SPONSOR
 CANADIAN INDUSTRY COMPANY

Report all sponsored advertising below, including the total value of directed advertising disclosed on all form(s) 4502 and the total value of all issue advertising sponsored.

Total value of sponsored advertising by class:

		1	\$
	Brochures, pamphlets, flyers, etc.		500.00
	Newspaper, magazine, journal, etc.		682.40
	Radio		1,281.02
	Signs (lawn signs, billboards, etc.)		967.10
	Television		2,600.00
	Internet		1,836.90
Other (describe)	T-SHIRTS & BUMPER STICKERS	2	341.25
	TOTAL	3	8,208.67 A

4502 – Value of directed advertising by class and election area

This form is used to report the total value of directed advertising sponsored in each election area. Directed advertising is advertising specifically related to a candidate or elector organization by naming the candidate or elector organization, or identifying the candidate by an image, likeness, voice or physical description or identifying an elector organization by their logo.

A separate form is required for each election area in which directed advertising was sponsored.

1. Enter the jurisdiction and election area in which directed advertising was sponsored.
2. Enter the total value of each class of directed advertising sponsored.
3. Enter the value and a brief description for any other types of directed advertising sponsored.
4. Enter the total value of directed advertising sponsored into box A.

**4502 - VALUE OF DIRECTED ADVERTISING
BY CLASS AND ELECTION AREA
LOCAL ELECTIONS THIRD PARTY SPONSOR**



NAME OF SPONSOR CANADIAN INDUSTRY COMPANY	PAGE <input style="width: 40px;" type="text" value="1"/> OF <input style="width: 40px;" type="text" value="1"/>
JURISDICTION VICTORIA	
ELECTION AREA 1 VICTORIA	

**Report the value of directed advertising by class for the above jurisdiction and election area.
Complete one form per election area in which directed advertising was sponsored.**

		\$	
Brochures, pamphlets, flyers, etc.	2	500.00	
Newspaper, magazine, journal, etc.		238.59	
Radio		1,281.02	
Signs (lawn signs, billboards, etc.)		498.12	
Television		2,600.00	
Internet		1,480.62	
Other (describe) T-SHIRTS & BUMPER STICKERS	3	341.25	
TOTAL	4	6,939.60	A

4503 – Shared third party advertising

This form is used to report election advertising that was shared with other third party sponsors.

1. Enter the names of other third party sponsors that shared the advertising as shown in their sponsorship information.
2. Enter the amount paid by the sponsor. This must also be disclosed on Form 4501 – Summary of Total Value of Advertising and, if applicable, Form 4502 – Value of Directed Advertising by Class and Election Area.
3. Enter the total value of the shared advertising.

4503 - SHARED THIRD PARTY ADVERTISING

LOCAL ELECTIONS THIRD PARTY SPONSOR



NAME OF SPONSOR
 CANADIAN INDUSTRY COMPANY

PAGE
 OF

If advertising was shared with other third party sponsors, list the names of the other third party sponsors as shown in their sponsorship information, the amount the filer paid to the supplier and the value of the shared advertising. Attach additional forms if necessary.

Name(s) of other third party sponsor(s) as shown in their sponsorship information	Amount paid by sponsor \$	Total value of shared advertising \$
SARAH O'CONNER 1	2 200.00	3 400.00
BC SOCIETY OF PEOPLE; 0123456 BC LTD	500.00	1,400.37
TOTALS	700.00 A	1,800.37 B

4504 - Summary of sponsorship contributions

This form summarizes all sponsorship contributions the sponsor received to use for third party advertising. Contributions of goods and services must be recorded at their current market value.

This form is also used to report the amount of the sponsor's own funds that were used to pay for election advertising.

1. Enter the total value of the sponsor's own funds that were used to pay for election advertising. Do not include the value of sponsorship contributions received.
2. Enter the total number of eligible individuals who gave less than \$100. Do not include the number of anonymous contributions received.
3. Enter the total value of all contributions of less than \$100 received from eligible individuals. If a contributor made several contributions that total \$100 or more, they are significant contributions and should be recorded on Form 4505 – Significant Contributors (\$100 or More).
4. Enter the total number of anonymous contributors.
5. Enter the total value of permissible anonymous contributions received in this box. An anonymous contribution greater than \$50 is prohibited and must be disclosed on Form 4507 – Prohibited Sponsorship Contributions and Loans.
6. Enter the total value of all significant contributions received from eligible individuals as reported on Form(s) 4505.
7. Add the above values and enter the total amount of contributions received in this box.

4504 - SUMMARY OF SPONSORSHIP CONTRIBUTIONS

LOCAL ELECTIONS THIRD PARTY SPONSOR



NAME OF SPONSOR

CANADIAN INDUSTRY COMPANY

Sponsorship contributions include monetary and in-kind contributions.
Do not include anonymous contributions with contributions less than \$100.

Total value of sponsor's own funds, other than funds disclosed below, that were used to pay for third party advertising:

\$ **1** 5,500.00

Total value of sponsorship contributions, excluding sponsor's own funds, from eligible individuals:

Number of contributors who gave less than \$100	# 2 7	Total contributions of less than \$100	\$ 3 295.00
Number of anonymous contributors	# 4 12	Anonymous contributions	\$ 5 180.00
		Significant contributions (box A from Form 4505)	\$ 6 1,233.67
		TOTAL CONTRIBUTIONS	\$ 7 1,708.67 A

4505 – Significant contributors (\$100 or more)

This form is used to disclose all contributors who made one or more sponsorship contributions to the sponsor that total \$100 or more. Use additional pages as necessary.

- 1.** Enter the full name of the contributor. List only one individual per contribution. If a contribution was received from two individuals, the sponsor must determine which individual made the contribution or split the amount between the individuals and report them as two separate contributions.
- 2.** Enter the date each contribution was made. If a single contributor made multiple contributions on different dates, list each of the dates separately.
- 3.** Enter the value of each contribution. If a single contributor made contributions on different dates, the value of each contribution must be listed separately.
- 4.** Enter the residential address of the contributor. All residential addresses will be redacted by Elections BC before the statement is published.
- 5.** Enter the total value of all significant contributions per page.
- 6.** Enter the total value of all significant contributions listed on all pages of this form.

4505 - SIGNIFICANT CONTRIBUTORS (\$100 OR MORE)
LOCAL ELECTIONS THIRD PARTY SPONSOR



NAME OF SPONSOR CANADIAN INDUSTRY COMPANY	PAGE <input style="width: 40px;" type="text" value="1"/> OF <input style="width: 40px;" type="text" value="1"/>
--	--

Attach additional forms if necessary.

1 FULL NAME OF CONTRIBUTOR <small>(List only one name per contribution)</small>	2 DATE OF CONTRIBUTION <small>(YYYY/MM/DD)</small>	3 \$ VALUE OF CONTRIBUTION	4 RESIDENTIAL ADDRESS OF CONTRIBUTOR
GEORGE SHANNESSEY	2018/07/01	150.00	1736 ODENDRON RD SAANICH BC V2K 4L7
LEE KIM	2018/09/02	180.00	1212 APPLETON CRES OAK BAY BC V8C 4T2
SHELLY TURTLE	2018/09/02	80.00	413 CURD WAY VICTORIA BC V9H 6K2
SHELLY TURTLE	2018/09/10	20.00	413 CURD WAY VICTORIA BC V9H 6K2
YURI ZAHKAROV	2018/09/22	350.00	988 FOX DR SAANICH BC V2J 3D9
TIM BURR	2018/10/05	112.42	2105 RIND ST VICTORIA BC V5P 7V2
SPIKE DIAZ	2018/10/15	341.25	380 FORT PL VICTORIA BC V6K 2B1
SUBTOTAL OF THIS PAGE		5 1,233.67	
TOTAL CONTRIBUTIONS FROM ALL FORM(S) 4505		6 1,233.67	A

4506 – Permissible loans received

This form is used to report all permissible loans made to the sponsor. All loans received must be reported even if they were completely paid off or forgiven. Complete one entry for each loan received. Use additional pages as necessary.

1. Enter the full name of the lender.
2. Enter the residential address of the lender if the loan is from an eligible individual.
3. Enter the date the loan was received (YYYY/MM/DD).
4. Enter the date the loan is due to be fully paid back (YYYY/MM/DD).
5. Enter the original amount of the loan received.
6. Enter the amount of the loan that is outstanding as of the date the disclosure statement is submitted to Elections BC. If fully paid back, enter 0 in this field.
7. Enter the rate of interest being charged by the lender. If the loan is interest free, enter 0 in this field.
8. If the loan is from a savings institution enter the prime interest rate of the principal banker of the Province of B.C. at the time the rate of interest for the loan was set. Interest rates are on the Elections BC website at elections.bc.ca/docs/fin/407.pdf.

4506 - PERMISSIBLE LOANS RECEIVED

LOCAL ELECTIONS THIRD PARTY SPONSOR



NAME OF SPONSOR

CANADIAN INDUSTRY COMPANY

PAGE 1

OF 1

Complete one entry for each permissible loan received. Attach additional forms if necessary.
Permissible loans from the sponsor must be disclosed in the same way as permissible loans from other sources.

LOAN

NAME OF LENDER

1 PATRICK JONES

RESIDENTIAL ADDRESS OF LENDER*

2 505 RAINY ST VICTORIA BC V9L 2P6

LOAN DETAILS

DATE RECEIVED (YYYY/MM/DD)

3 2018/10/01

DATE DUE (YYYY/MM/DD)

4 2018/12/01

\$ ORIGINAL AMOUNT OF LOAN

5 500.00

\$ AMOUNT OF LOAN OUTSTANDING

6 0.00

LOAN INTEREST RATE %

7 0.00

PRIME RATE** %

8

LOAN

NAME OF LENDER

ABC BANK

RESIDENTIAL ADDRESS OF LENDER*

212 MONEY BLVD

LOAN DETAILS

DATE RECEIVED (YYYY/MM/DD)

2018/09/01

DATE DUE (YYYY/MM/DD)

2018/12/01

\$ ORIGINAL AMOUNT OF LOAN

500.00

\$ AMOUNT OF LOAN OUTSTANDING

0.00

LOAN INTEREST RATE %

5.00

PRIME RATE** %

3.00

***RESIDENTIAL ADDRESS:**
REQUIRED FOR INDIVIDUAL LENDERS ONLY

****PRIME RATE OF INTEREST:**
REQUIRED FOR LOANS FROM SAVING INSTITUTIONS – AVAILABLE ON ELECTIONS BC WEBSITE

4507 – Prohibited sponsorship contributions and loans

This form is used to report any sponsorship contributions or loans that are prohibited under the *Local Elections Campaign Financing Act* (LECFA). This includes anonymous contributions over \$50, any non-anonymous contributions missing required contributor information and indirect contributions.

LECFA requires the sponsor to return prohibited contributions and prohibited loans, or an amount equal to the value of the contribution or loan, to the contributor or lender within 30 days of becoming aware of the contravention. If this is not possible, the contribution or loan, or an amount equal to its value, must be remitted to Elections BC as soon as possible. Complete one entry for each prohibited contribution or prohibited loan received. Use additional pages as necessary.

Prohibited contribution

1. Indicate whether the prohibited contribution was received from an individual, an organization or anonymously, by ticking the appropriate box.
2. Enter the date the prohibited contribution was received (YYYY/MM/DD).
3. Enter the value of the prohibited contribution. If the contribution was goods or services, enter the current market value.
4. Enter the date the contribution was returned to the contributor or the date it was remitted to Elections BC (YYYY/MM/DD).
5. Enter a brief description of how the prohibited contribution was received. This description should explain why the contribution was prohibited.
6. Enter the full name of the contributor.
7. If the prohibited contribution was received from an organization, enter the address of the organization.

Prohibited loan

8. Enter a brief description of how the prohibited loan was received. This description should explain why the loan was prohibited.
9. Enter the date the loan was returned to the lender (YYYY/MM/DD).

10. Enter the full name of the lender.
11. Enter the date the prohibited loan was received (YYYY/MM/DD).
12. Enter the date the prohibited loan is due to be fully paid back (YYYY/MM/DD).
13. Enter the original amount of the loan received.
14. Enter the rate of interest being charged by the lender. If the loan is interest free, enter 0 in this field.
15. If the loan is from a savings institution enter the prime interest rate of the principal banker of the Province of B.C. at the time the rate of interest for the loan was set. Interest rates are on the Elections BC website at elections.bc.ca/docs/fin/407.pdf.

4507 - PROHIBITED SPONSORSHIP CONTRIBUTIONS AND LOANS

LOCAL ELECTIONS THIRD PARTY SPONSOR



NAME OF SPONSOR CANADIAN INDUSTRY COMPANY	PAGE <input style="width: 20px; text-align: center;" type="text" value="1"/> OF <input style="width: 20px; text-align: center;" type="text" value="1"/>
---	--

Complete one entry for each prohibited sponsorship contribution or loan received. Attach additional forms if necessary.

PROHIBITED CONTRIBUTION				
RECEIVED FROM	2 DATE RECEIVED (YYYY/MM/DD)	3 \$ VALUE	4 DATE RETURNED (YYYY/MM/DD)	OR DATE REMITTED TO ELECTIONS BC (YYYY/MM/DD)
<input type="checkbox"/> INDIVIDUAL <input type="checkbox"/> ORGANIZATION <input checked="" type="checkbox"/> ANONYMOUS	2018/10/06	60.00		2018/10/09
5 DESCRIPTION OF HOW THE PROHIBITED CONTRIBUTION WAS RECEIVED UNMARKED ENVELOPE OF CASH FOUND IN MAILBOX				
6 FULL NAME OF INDIVIDUAL OR ORGANIZATION				
7 ADDRESS OF ORGANIZATION, IF APPLICABLE				

PROHIBITED LOAN		
DESCRIPTION OF HOW THE PROHIBITED LOAN WAS RECEIVED PERSON IS NOT ELIGIBLE INDIVIDUAL 8	9 DATE RETURNED TO LENDER (YYYY/MM/DD) 2018/10/02	
10 NAME OF LENDER RORY MCCANN		
11 DATE RECEIVED (YYYY/MM/DD) 2018/09/28	12 DATE DUE (YYYY/MM/DD) 2018/11/28	13 \$ ORIGINAL AMOUNT OF LOAN 1,000.00
14 LOAN INTEREST RATE % 0.00	15 PRIME RATE* %	

***PRIME RATE OF INTEREST:**
REQUIRED FOR LOANS FROM SAVING INSTITUTIONS – AVAILABLE ON ELECTIONS BC WEBSITE

Resources

Election legislation

Printed versions of local election legislation — including the *Local Government Act*, the *Local Elections Campaign Financing Act*, the *Vancouver Charter*, the *Community Charter*, the *School Act* and the *Offence Act* — are available at public libraries in communities throughout B.C. Printed versions are also available from Crown Publications, Queen's Printer for British Columbia, at:

Mailing address:

563 Superior Street, Victoria, B.C. V8V 1T7

Phone: 250-387-6409

Toll Free: 1-800-663-6105

Fax: 250-387-1120

Email: crownpub@gov.bc.ca

Website: crownpub.bc.ca

BC Laws

BC Laws provides free public online access to the current laws of British Columbia. This unofficial current consolidation of B.C. statutes and regulations is updated continually as new and amended laws come into force. Electronic versions of the *Local Government Act*, the *Local Elections Campaign Financing Act*, the *Vancouver Charter*, the *Community Charter*, the *School Act* and the *Offence Act* are available online at bclaws.ca.

