

<p><b>Third Party Advertiser Registration and Changes to Registration</b></p>	City Clerk – Election Office
	Policy No.: EO-26-004

## 1. Purpose

- 1.1 This procedure outlines the City of Cambridge’s procedure for receiving and certifying registration from third party advertisers during the City’s municipal elections and/or by-elections.

## 2. Application

- 2.1 This procedure applies to the City Clerk, election officials, and any individual, corporation, or trade union intending to spend money on third-party advertising during the Restricted Period, the legal timeframe from the earliest date in which a third party advertiser may register and until the close of voting for a City of Cambridge municipal election or by-election (MEA s.88.4 (2)).

## 3. Legislative Authority

- 3.1 The powers of the City Clerk, include the power to provide for any matter or procedure that is not otherwise provided for in an Act or regulation and that, in the City Clerk’s opinion, is necessary or desirable for conducting the election (MEA s.12(1)).
- 3.2 The powers referenced above include the power to establish forms, including forms of oaths and statutory declarations, and the power to require their use (MEA s.12(2)).
- 3.3 The City Clerk may require a person, as a condition of doing anything or having an election official do anything under the MEA, to furnish proof that is satisfactory to the election official of the person’s identity or qualifications, including citizenship or residency, or of any other matter (MEA s.12(3)).

## 4. Procedure

### General

- 4.1 Only a registered third party may:
- 4.1.1 Incur expenses for a third-party advertisement during the Restricted Period (MEA s.88.4(1)); or

- 4.1.2 Accept contributions related to a third-party advertisement that appears during an election (MEA s.88.12).
- 4.2 Expenses for third-party advertisements that appear during an election may only be incurred by a registered third party within the municipality.
- 4.3 During a general election, the City Clerk will accept Notices of Registration from May 1, 2026, to October 23, 2026. For a by-election, the registration period will be announced and posted on the City of Cambridge website.

### **Eligibility**

- 4.4 The following individuals and entities are eligible to register as a third-party advertiser:
- An individual who is normally a resident in Ontario;
  - A corporation that carries on business in Ontario;
  - A trade union that holds bargaining rights for employees in Ontario (MEA, s.88.6(4)).
- 4.5 The following are ineligible to register as a third-party advertiser:
- A candidate whose nomination has been filed under section 33;
  - A federal political party registered under the *Canada Elections Act* (Canada) or any federal constituency association or registered candidate at a federal election endorsed by that party;
  - A provincial political party, constituency association, registered candidate or leadership contestant registered under the *Election Finances Act*.
  - The Crown in right of Canada or Ontario, a municipality or local board (Municipal Elections Modernization Act, 2016, c. 15, s. 49).
  - An individual, corporation, or trade union is ineligible to register as a third-party advertiser if they are subject to penalties under the Act, including:
    - Failure to file a document as required under sections 88.29 or 88.32 by the relevant date;
    - Failure to pay a surplus amount shown in a document filed under section 88.29, as described in section 88.31, by the relevant date (subsection 88.31(4));
    - Incurring expenses that exceed the permitted amount under section 88.21, as shown in a document filed under section 88.29; or

- Failure to pay a surplus amount shown in a document filed under section 88.32 by the relevant date (Municipal Elections Modernization Act, 2016, c. 15, s. 61).

### **Registering as a Third-Party Advertiser**

- 4.6 Third-party registration forms will be available starting May 1, 2026, or as otherwise indicated for a by-election.
- 4.7 Hard copies of the Third-Party Advertiser Registration Package are available upon request by contacting the Office of the City Clerk or by emailing [election@cambridge.ca](mailto:election@cambridge.ca).
- 4.8 Notice of Registrations may be filed by an individual or an official representative of a corporation or trade union, either in person or through an agent, at the Office of the City Clerk during regular office hours by appointment only.
- 4.9 Electronic filing is not permitted.
- 4.10 At the time of filing, the following documentation must be provided to the City Clerk:
- a) Completed Notice of Registration – Third-Party – Form 7
  - b) Declaration of Qualification (Individual, corporation or trade union)
  - c) Third Party Information Consent Form
  - d) Acceptable Identification showing name and address as required under procedure EO 26-002 Identification Requirements: Electors, Candidates and Third Parties. Alternatively, a registrant may complete a Declaration of Identity.
- 4.10.1 For agents filing on behalf of an individual registrant, the agent will need to provide all items as described in 4.10 of this procedure, and:
- A copy of the registrant's identification as described in 4.10 (d) of this procedure;
  - Identification showing the name of the Filing agent, consistent with EO 26-002 Identification Requirements: Electors, Candidates and Third Parties. Alternatively, a registrant may complete a Declaration of Identity.
- 4.10.2 For official representatives filing on behalf of a corporation or trade union, the representative must provide all items listed in section 4.10 of this procedure and, in place of item 4.10(d), submit the following:
- Identification showing the name of the Official Representative consistent with Procedure EO 26-002 Identification Requirements:

Electors, Candidates and Third Parties. Alternatively, a registrant may complete a declaration of Identity.

- A resolution from the corporation or trade union authorizing the Official Representative to act on behalf of the corporation or trade union.

4.11 A Notice of Registration filed with the City Clerk by or on behalf of the third-party advertiser must contain original signatures (MEA s.14(1)).

4.12 The City Clerk will provide the individual filing the Notice of Registration with a certificate setting out the maximum amounts (calculated by the City Clerk in accordance with the MEA) that apply with respect to the registered third party in relation to:

- Third-party advertisements during the Restricted Period as set forth in section 88.21(6) of the MEA; and
- Expenses incurred on parties and other expressions of appreciation after the close of voting as set forth in section 88.21(9) of the MEA (MEA s.88.21(15)).

4.13 If a Notice of Registration is filed before the City Clerk has calculated the final maximum amounts described in section 4.12 of this procedure, the City Clerk will:

- Calculate an interim amount in accordance with the MEA and provide the filer with a certificate showing the estimated amount as of the calculation date (MEA, s.88.21(16)(a)); and
- Provide the final maximum amount to the filer once it has been calculated (MEA s.88.21(16)(b)).

4.14 The City Clerk will calculate the maximum amounts as described in section 4.12 no later than September 25 in the year of a general election (MEA s.88.21(14)).

### **Examination and Certification of Notice of Registration**

4.15 The City Clerk will examine each Notice of Registration as soon as practicable upon filing. If satisfied that the individual, corporation, or trade union is qualified to be registered and that the Notice complies with the MEA, the City Clerk will certify the Notice by signing it (MEA s.88.6(13)).

4.16 If the City Clerk is not satisfied that the individual, corporation, or trade union is qualified to be registered, or that the Notice of Registration complies with the MEA, the City Clerk will reject the Notice and provide written notice of the decision to the advertiser and publish the rejection on the city's website (MEA s.88.6(13)).

4.17 The City Clerk’s decision to certify or reject a Notice of Registration is final (MEA, s.88.6 (14)).

**Withdrawal of Registration**

4.18 A registered third-party may withdraw their registration by filing a written withdrawal with the City Clerk during the time for filing a Notice of Registration as set out in section 4.3 of this procedure (MEA s.88.6 (15)).

4.19 If a registered third-party files a nomination under section 33 of the MEA, their registration as a third-party advertiser is deemed to have been withdrawn at the time the nomination is filed (MEA s.88.6(16)).

4.20 Third-party advertisers who withdrawn their registration are still required to file a financial statement and auditors report in accordance with the MEA (MEA s.88.29).

**Retention of Records**

4.21 All third-party registration documents will be retained by the City Clerk in a secure location.

4.22 Third-party registration documents will be made available for public viewing at the office of the City Clerk at a time when the office is open in accordance with the MEA (MEA s.88(5) and (6)(6.1)(7)).

4.23 All documents and materials related to an election, including the third-party registration forms will be retained for a period of at least 120 days following the declaration of the results of the Election (MEA s.88(1)).

4.24 Except as provided for in 88(3) and 88(4) of the MEA, following the 120 day retention period, records will be destroyed by Election Officials (MEA s.88(2), (3), (4)).

**5. Applicable Legislation**

Municipal Election Act, 1996, S.O. 1996, CHAPTER 32.

**6. Related Policies/Procedures**

Procedure EO-25-002 Identification Requirements: Electors, Candidates and Third Parties.

**7. Revision History**

Action	Date
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Procedure Approved	April 2026