

What is a third party advertiser?

Third Party Advertisers (TPAs) are individuals, corporations, trade unions, employee organizations, or groups that raise or spend funds (or plan to raise or spend funds) for advertising to promote or oppose a registered political participant and/or take a position on an issue with which a political participant is associated.

The type of the TPA determines when they are permitted to advertise. The four different types of TPAs are described below.

- **Political TPAs** advertise to promote or oppose a registered party, the leader of a registered party, a member of the Legislative Assembly, a registered nomination contestant, a registered leadership contestant, or the election of a registered candidate. Political TPAs can advertise at any time other than during an election advertising period.
- **Election TPAs** advertise to take a position on an issue that a registered party or registered candidate is associated with, or that promotes or opposes a registered party or a registered candidate. Election TPAs can only advertise during an election advertising period.
- **Senate TPAs** advertise to promote or oppose the election of a registered candidate for a Senate election. Senate TPAs can only advertise during a Senate election advertising period.
- **Referendum TPAs** advertise to promote or oppose a question in a referendum. Referendum TPAs can only advertise during a referendum advertising period.

What is an advertising contribution?

An advertising contribution is a donation of money, real property, goods, or services*, or the use of real property, goods, or services, provided to a TPA for political advertising, without returned compensation from the TPA to the donor¹. This applies before or after the TPA is registered under the *Election Finances and Contributions Disclosure Act* (EFCDA).

*Excluded services:

- Volunteer labour provided by a person who does not receive from their employer, or any other person, compensation, or paid time off to volunteer.
- Audit and professional services provided for work relating to compliance with the EFCDA.

Are contributions disclosed?

TPAs must report all contributions received to Elections Alberta. Individuals, corporations, trade unions, and employee organizations that contribute more than \$250 in aggregate to any TPA will have their name and contribution(s) publicly disclosed by Elections Alberta, as required by the EFCDA. The information is available on the Elections Alberta website and in the public files maintained at Elections Alberta's office.

¹ In this definition “political advertising” refers to advertising by a Political, Election, Senate or Referendum TPA

Who can contribute and how much?

Any individuals, corporations**, trade unions, or employee organizations can contribute to **Political TPAs**.

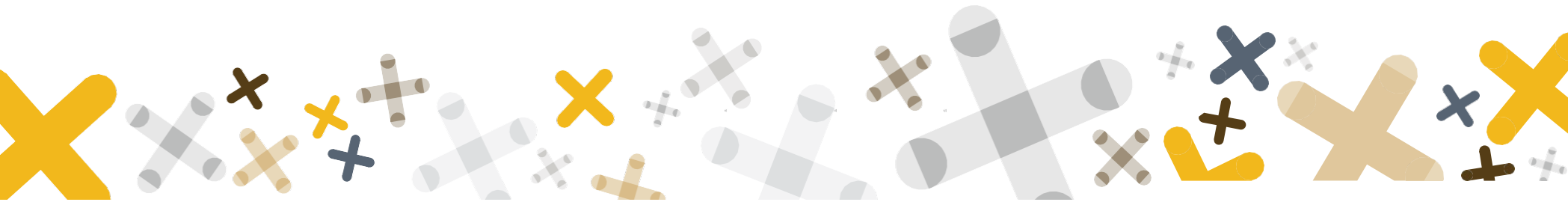
Only individuals *ordinarily resident in Alberta* as well as corporations, trade unions, and employee organizations *operating within Alberta* can make contributions to **Election TPAs, Senate TPAs, and Referendum TPAs**.

There is no limit to the amount that can be contributed to TPAs. Official contribution receipts required to be issued by TPAs for contributions received, are not eligible to be claimed for income tax credits by contributors.

Corporations that are **prohibited from making advertising contributions include:

- municipalities
- Metis settlements
- school boards under the *Education Act*
- public post-secondary institutions under the *Post-secondary Learning Act*
- registered charities
- publicly funded corporations

Refer to the EFCDA section 1(1)(l) for a complete list of prohibited corporations.



Fund-raising events

The rules on who can contribute to TPAs applies to who can pay to attend TPA fund-raising events. A portion of the price paid is considered a contribution; the portion amount is set by the TPA based on EFCDA rules.

The rules on who can contribute to TPAs also applies to who can donate or bid on auction items for silent, live, or online auctions fundraisers held by TPAs.

When can contributions be made?

Contributions can be made:

- to Political TPAs at any time
- to Election TPAs at any time
- to Senate TPAs *only* during the Senate election advertising period
- to Referendum TPAs *only* during the referendum election advertising period

The EFCDA places rules on when TPAs can use or spend advertising contributions for advertising purposes.

What if a contributor violates the EFCDA?

Depending on the violation, Elections Alberta may impose penalties under the EFCDA that range in severity from a formal reprimand to prosecution and fine up to \$10,000.

Additional questions

You are encouraged to review the EFCDA, available on the Elections Alberta website, or contact Elections Alberta for more detailed information on the rules for contributors.



A GUIDE FOR CONTRIBUTORS

Are thinking about donating to or attending an event held by a registered **third party advertiser**?

This guide provides an overview of the rules set out by the *Election Finances and Contributions Disclosure Act* (EFCDA).

A GUIDE FOR CONTRIBUTORS TO THIRD PARTY ADVERTISERS 2021

ELECTIONS ALBERTA

Suite 100, 11510 Kingsway NW
Edmonton, Alberta T5G 2Y5

T: 780.427.7191 | F: 780.422.2900
(toll free in Alberta by dialing 310.0000 first)

finance@elections.ab.ca
www.elections.ab.ca

