

VOTES 2026

2026 MUNICIPAL ELECTION
THIRD PARTY ADVERTISERS INFORMATION GUIDE

The 2026 Municipal Election Third Party Advertisers Information Guide (the “Guide”) has been prepared by the Town of Bradford West Gwillimbury as a supplement to the [Ministry of Municipal Affairs and Housing \(MMAH\) 2026 Guide for Third Party Advertisers](#) published by the Province of Ontario. This Guide provides information applicable to those wishing to register as third party advertisers for the BWG 2026 Municipal Election.

The contents of this Guide are not meant to replace provincial legislation and provides general information only. Registered third party advertisers are responsible to satisfy any and all statutory requirements, including:

- [Municipal Elections Act, 1996](#) and regulations
- [Municipal Act, 2001](#), and
- [Education Act](#)

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1 Quick Facts

The following links are provided in the electronic version of this Guide:

- **Town of Bradford West Gwillimbury** <http://www.townofbwg.com/election>
 - links to forms, notices and resources for municipal elections
- **Ministry of Municipal Affairs** <http://www.ontario.ca/municipalelections>
 - links to prescribed forms and guides

2 General Information

For detailed information related to third party advertisers, please review the [MMAH 2026 Guide for Third Party Advertisers](#) and the [Municipal Elections Act, 1996](#).

For information specific to the third party advertisers in BWG see the Town's election website (<https://www.townofbwg.com/election>) or contact the Town at 905-775-5366 x8683 (VOTE). Town staff will be happy to assist you in answering any questions you may have concerning the 2026 Municipal Election. Contact information for the Clerk and BWG Election Officials can be found at the end of this Guide.

Key Dates for the BWG 2026 Municipal Election for Registered Third Parties

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| Registration period for third parties | Monday, May 1, 2026 to Friday, October 23, 2026 (8:30 am to 4:30 pm) |
| Restricted period for third party advertisements | May 1, 2026 to the close of voting on October 23, 2026 |
| Voting Period | Friday, October 16, 2026 at 10:00 am to Monday, October 26, 2026 8:00 pm |
| Voting Day | Monday, October 26, 2026 (until 8:00 pm) |
| Campaign Period Ends | Thursday, December 31, 2026 |
| Financial Filing Deadline | Tuesday, March 30, 2027 at 2:00 pm |

3 What is Third Party Advertising?

New provisions under the [Municipal Elections Act, 1996](#) came into effect April 1, 2018, and now allow for third party advertising. Refer to [MMAH 2026 Guide for Third Party Advertisers](#) and the [Municipal Elections Act, 1996](#) for more information on what is third party advertising, who can and cannot be a third party advertiser.

A Third Party Advertisement is a message in any medium, (i.e., signs, billboard, newspaper, radio, etc.) promoting or opposing a candidate, or a 'yes' or 'no' to a question, referendum, or an issue associated with a person or political party participating in an election.

Advertising that does not cost money to post or broadcast, such as comments made on social media or email, is not considered a Third Party Advertisement.

Campaigning, including campaign advertising, is NOT permitted until you have registered and been certified as a Registered Third Party with the Clerk. Advertising ends on **Voting Day, October 26, 2026** (Restricted Period). After Voting Day, the third party advertisers must remove any signs or other advertisements that have been put up, including online ads.

Third party advertising must be separate from any candidate's campaign and must be done independently from a candidate.

4 Eligibility for Registration

You are eligible to register as a Third Party Advertiser if you are:

- An individual who is a resident in Ontario;
- A corporation carrying on business in Ontario; or
- A trade union that holds bargaining rights for employees in Ontario.

You are not eligible to register as a Third Party Advertiser if you are:

- A candidate;
- A federal political party registered under the Canada Elections Act 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; or
- The Crown in right of Canada or Ontario, a municipality or local board.

5 Registration Procedure

Registration packages will be available to the public at the Administration Office. The complete registration package will also be available on the Town's website (<https://www.townofbwg.com/election>).

Third party advertisers are not required to choose in advance which candidate(s) they intend to support or oppose, nor are they obligated to disclose their intentions to the Clerk. They may advertise only to voters within the municipality in which they are registered. However, there is no restriction on the number of municipalities where they may register. If a third party wishes to advertise in multiple municipalities, they must register separately in each one.

Third party advertisers must file their registrations by appointment in person from **May 1, 2026 to October 23, 2026** during regular office hours. Appointments must be booked using our online booking system or by telephone at 905-775-5366 x8683 (VOTE). Registration must be completed by the registrant or representative of a corporation or trade union or by agent.

Registrants must bring the following at the registration appointment, please note that no faxed or other electronically transmitted forms will be accepted as original signatures are required:

- *Notice of Registration – Third Party [PR Form 7]*
- *Declaration of Qualifications – Third Party [Form EL301(A), (B) or (C)]*
- *Consent to Release Personal Information – Registered Third Party [Form EL302]*
- proof of identity and residence as prescribed in O. Reg. 304/13;

A person who is registering as the representative of a corporation or a trade union must provide proof that they are authorized to act on behalf of the corporation or trade union. The Clerk must be satisfied that the individual, corporation or trade union is eligible in order to certify the registration and may require that identification or additional documents be provided.

A list of registered third party advertisers will be made available on the Town website as registrations are certified.

Filing by Agent

If filing by an agent, an *Authorization for Agent to File Registration – Third Party [Form EL309]* must be completed.

6 Responsibilities of Registered Third Parties

Third Party Advertising

All third party advertising is subject to regulations established by the *BWG 2026 Municipal Election Procedures* and the *Town's Election Signs By-law 2026-027*. Examples include lawn signs, brochures, posters and print, radio and electronic advertisements. Registered third parties are encouraged to review the *Town's Election Signs By-law 2026-027*. There are restrictions with respect to timing for putting up signs, the size of signs, limits on location and restrictions on signs on municipal property. Election signs shall be removed no later than 7 calendar days after Voting Day of the election for which the election sign was erected.

Under the [Municipal Elections Act, 1996](#), a third party advertiser must provide the following information on all of its advertisements, signs and other materials:

- the legal name of the registered third party;
- the municipality where the registered third party is registered; a telephone number, mailing address or email address at which the registered third party may be contacted regarding the advertisement.

All third party advertisers must also provide the following information to the broadcasters or publisher in writing before the third party advertisements appears:

- the name of the registered third party;
- the name, business address and telephone number of the individual who deals with the broadcaster or publisher under the direction of the registered third party;
- the municipality where the third party is registered.

Broadcasters and publishers need to be aware of their requirements under Section 88.5 of the [Municipal Elections Act, 1996](#).

Prohibition on Campaigning at Voter Help Centres

Section 48 (1) and (2) of the [Municipal Elections Act, 1996](#), states that no person shall attempt to, directly or indirectly, influence how an elector votes and prohibits the display of election campaign material or literature in a voting place.

The Clerk has designated locations within the Town as Voter Help Centres at which electors may attend to place their vote via the internet. Campaigning of any nature in or on the premises used as Voter Help Centre during the voting period is not permitted. A complete list of locations established as Voter Help Centres is available in the *BWG 2026 Municipal Election Procedures*. Election Officials are instructed to immediately remove any campaign related materials from Voter Help Centres. Registered third parties must not engage electors in conversations at Voter Help Centres.

Campaigning at Apartment Buildings, Condominiums, etc.

Landlords, condominium corporations or their agents may not prohibit residential lessees, condominium owners or tenants from displaying signs in relation to an election on the premises to which the lease applies or the condominium unit. However, when such a building is being used as a Mobile Voter Help Centre, campaigning during the voting hours is not permitted.

Use of Municipal Resources for Election Purposes

This policy provides the rules and procedures which prohibit the use of municipal resources during the election campaign period. As campaign contributions may take the form of money, goods or services, any use of municipal resources for election related purposes, by members of Council, candidates, registered third parties or Town staff is not permitted. Candidates should review the *Use of Municipal Resources for Election Purposes Policy* for more information.

Refer to the [MMAH 2026 Guide for Third Party Advertisers](#) and the [Municipal Elections Act, 1996](#) for more information.

7 Finance Rules

A third party can only accept contributions once they have registered as a third party advertiser and cannot accept contributions after the advertising campaign period has finished. The BWG 2026 Municipal Election campaign period ends on **December 31, 2026**. Third parties are required to keep complete and accurate financial statements during the course of their campaigns. All contributions and expenses are to be accounted for and disclosed by the registered third parties on the relevant prescribed financial form(s).

At the time of filing, the Clerk will provide the candidate with the following information:

- *Estimate of Maximum Campaign Expenses [Form EL304(A)]*
Provides the applicable maximum campaign expenses, as of the filing date, that a third party advertiser is permitted to incur in the 2026 Municipal Election.

On or before **October 1, 2026**, the *Certificate of Maximum Campaign Expenses [Form EL304(B)]* shall be delivered to each registered third party.

Every third party must open a bank account exclusively for the advertising campaign. An individual cannot use an existing personal bank account for campaign finances. A corporation or trade union may not use an existing account. All contributions – including contributions that the third party makes to itself – must be deposited into the third party advertising campaign bank account. All expenses must be paid for from the campaign account.

Refer to the [MMAH 2026 Guide for Third Party Advertisers](#) and the [Municipal Elections Act, 1996](#) for more information.

8 Compliance and Enforcement

The *Municipal Elections Act, 1996* provides for offences and penalties for violations of the election campaign finance rules. Registered third parties should familiarize themselves with all the provisions under the *Municipal Elections Act, 1996*.

Compliance Audits

The Council of the Town of Bradford West Gwillimbury will appoint a Compliance Audit Committee for this term of Council (November 15, 2026 to November 14, 2030). The Compliance Audit Committee is responsible for reviewing a Third Party Advertiser's campaign finances if a complaint is received. The Committee may appoint an auditor to audit the third party advertiser and provide a report.

For more information on the compliance audit process please refer to the Town's website (<https://www.townofbwg.com/election>) under Candidates' Financial Statements.

9 Filing Financial Statements

Third party advertisers must disclose and report on their campaign expenses and contributions by **March 30, 2027 at 2:00 pm** by filing the *Financial Statement – Auditor's Report Third Party [Form 8]*. Financial statements may be filed electronically as per the established procedure or in person with the Clerk.

If expenses and/or contributions total more than \$10,000, third party advertisers must have their financial statement audited and submit the auditor's report to the Clerk along with their financial statement. Financial statements that are filed with the Clerk are public documents which will be available for viewing by the public on the Town's website.

If a bookkeeper or accountant completes the financial statement, the registered third party is still responsible for ensuring that it is complete, accurate and filed on time.

If a third party did not receive any contributions or incur any expenses, they are only required to fill out the first page of the financial statement and sign it.

If a third party advertiser has not filed a financial statement by the deadline, the individual, corporation or trade union will not be eligible to register as a third party advertiser in the municipality in the next election.

10 Forms for Third Party Advertisers

For a list of forms and additional resources for third party advertisers, please see the Town's election website (<https://www.townofbwg.com/election>) or contact the Clerk at 905-775-5366 x8683 (VOTE). Town election staff will be happy to assist you in answering any questions you may have concerning the BWG 2026 Municipal Election.

11 Contact Us

Town of Bradford West Gwillimbury
Administration Office
100 Dissette Street, Unit 7 & 8
Bradford, ON L3Z 2A7

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| General Election Questions | 905-775-5366, ext. 8683 vote@townofbwg.com |
| Tara Reynolds Clerk/Returning Officer | 905-775-5366, ext. 1104 treynolds@townofbwg.com |
| Valerie Vicary Deputy Clerk/Assistant Returning Officer | 905-775-5366, ext. 1105 vvicary@townofbwg.com |