



'How to' Guide | Registration process for prospective Third Party Advertisers

Municipal elections in Alberta are governed by the [Local Authorities Election Act \(LAEA\)](#).

Part 8 of the *LAEA* refers to Third Party Advertisers (TPAs) and includes information regarding eligibility requirements, registration requirements, the responsibilities of Third Parties, financial disclosures and other important regulations.

It is essential that prospective TPAs understand the full extent of their legislated obligations. The information below is provided as a guide. Edmonton Elections encourages prospective TPAs to seek independent legal advice.

Definitions

A TPA is an eligible individual, group or corporation that supports or opposes a candidate through election advertising.

Legislated requirements | Registration

TPAs must register with Edmonton Elections when or if they plan to:

- Accept advertising contributions of at least \$1,000
- Incur advertising expenses of at least \$1,000

To register with Edmonton Elections, prospective TPAs must submit [Form 27: Registration of a Third Party](#) for review and approval by the Returning Officer or designate.

Before completing Form 27

Confirm Eligibility

To be eligible to register with Edmonton Elections, a prospective TPA must be one of the following:

- An individual who resides in Alberta
- A group of which all members reside in Alberta
- A corporation that carries out business in Alberta
- An Alberta trade union or Alberta employee organization

Note: A trade union/employee organization may be either a corporation or group, depending on how it is structured.

The following are prohibited from registering as a TPA:

- Any individual, group or corporation that does not meet the requirements described above
- A registered charity
- A prohibited corporation, as described in the [Election Finances and Contributions Disclosure Act](#)

Find the Official Form

Prospective TPAs must complete and submit the official [Form 27: Registration of a Third Party](#).

Gather supporting materials

Groups and corporations must provide proof of status when submitting *Form 27*.

Groups must provide:

- A copy of the resolution passed by the group that confirms its intention to act as a TPA. This may be presented in the form of certified meeting minutes or a letter signed by the Chief Executive Officer;
- A letter, signed by the Chief Executive Officer, that confirms that the information provided in Form 27 is accurate and that the group, and its applicable members, are eligible to register as a TPA;
- A list of principal officers or principal members.

Note: Groups may submit a single letter, signed by the CEO, that serves as both a resolution and statement of eligibility. The list of principal officers or principal members may be contained within the letter or submitted as a separate document.

Corporations must provide:


- Proof of formal registration of the corporation in Alberta.
 - A 'Current Alberta and extra-provincial corporation search' is available from Registry Agents in Alberta. Visit alberta.ca for more information

Note: Any cost incurred in acquiring proof of status is the responsibility of the third party.

- A copy of the resolution passed by the group that confirms its intention to act as a TPA. This may be presented in the form of certified meeting minutes or a letter signed by the Chief Executive Officer.

Completing Form 27

1. Make sure you have the official form

 Edmonton Elections	FORM 27 REGISTRATION OF A THIRD PARTY <i>Local Authorities Election Act (Section 163)</i>
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- Download [Form 27: Registration of a Third Party](#) or complete the fillable PDF.
- Check to make sure that the Edmonton Elections logo and the official title of the form are displayed in the document.

2. Enter TPA details

<input type="checkbox"/> Initial Registration	<input type="checkbox"/> Update to Registration
<hr/>	
(Name of Third Party)	
<hr/>	
(Website of Third Party)	
<hr/>	
Entity Type	<input type="checkbox"/> Person <input type="checkbox"/> Group <input type="checkbox"/> Corporation

- Indicate whether this is an initial registration or an update to an existing registration.
- Enter the name and website of the TPA
 - Refer to Section 163(5) of the [LAEA](#) for restriction on permitted names for TPAS

Note: This information will appear in the Edmonton Elections TPA Registry, which is published on edmonton.ca/elections.

- Indicate whether the Third Party is an individual, group or corporation.

Note: Remember that confirmation of status for groups and corporations must be enclosed with the registration form.

3. Complete the Primary Contact section

Primary Contact
Name _____
Mailing Address _____
Postal Code _____ Email Address _____
Primary Phone _____ Alternate Phone _____
Notes: <ul style="list-style-type: none">➤ If the third party requesting registration is a Corporation, the Primary Contact Information must be that of the officer who has signing authority for it.➤ If the third party requesting registration is a Group, the Primary Contact Information must be that of the Principal Officer or Principal Member. A listing of all Officers and Members must also be attached to this application.

- Enter the name, mailing address, postal code, email address, primary phone number and alternate phone number of the Third Party's primary contact.

Note: The name and primary phone number of the primary contact will appear in Edmonton Elections TPA Registry, which is published on edmonton.ca/elections.

- The primary contact must be:
 - For **Individuals**: The person who intends to act as a TPA.
 - For **Corporations**: Someone who has signing authority for the corporation.
 - For **Groups**: The group's Principal Officer or Principal Member. This is someone with decision making authority for the group.

4. Complete the Chief Financial Officer (CFO) section

The person acting as the CFO for a TPA has a number of important legislated responsibilities, including the management of received contributions and incurred expenses, dealing with funds remaining in the advertising account following the conclusion of the election advertising period and maintaining the financial records of the TPA.

CFOs should be aware of the full extent of their obligations, as described in Part 8 of the *LAEA*.

Chief Financial Officer (CFO) - <input type="checkbox"/> Same as Primary Contact
Name _____
Mailing Address _____
Postal Code _____ Email Address _____
Primary Phone _____ Alternate Phone _____

- Enter the name, mailing address, postal code, email address, primary phone number and alternate phone number of the Third Party's CFO.
- or**
- Check the box to indicate that the primary contact is also the Third Party's CFO.

Note: The name of the CFO will appear in Edmonton Elections TPA Registry, which is published on edmonton.ca/elections.

5. Complete the Location of Records section

TPAs must retain their records. Records include things like receipts for incurred expenses and receipts issued to contributors.

Official correspondence from Edmonton Elections and Municipal Affairs will be sent to this address.

Location Records are maintained and communications addressed - <input type="checkbox"/> Same as CFO	
Name _____	
Mailing Address _____	
Postal Code _____	Email Address _____
Primary Phone _____	Alternate Phone _____

- Enter the name, mailing address, postal code, email address, primary phone number and alternate phone number of the location where the Third Party's records will be kept.
- or**
- Check the box to indicate that the Third Party's records will be kept at the address listed for the CFO.

6. Complete the Financial Institution section

- TPAs must establish an advertising account
- All financial contributions received by the TPA must be deposited to the advertising account
- All expenses incurred by the TPA must be paid for from the advertising account
- This account may not be used for any other purpose

Financial Institution for Advertising Account	
Name	_____
Mailing Address	_____
Postal Code	_____ Email Address
Primary Phone	_____ Alternate Phone
Signing Officer(s):	_____

- Enter the name, mailing address, postal code, email address, primary phone number and alternate phone number of the Financial Institution that holds the Third Party’s advertising account.
- Enter the names of all Signing Officers. A Signing Officer is an individual who has signing authority on the advertising account.

7. Review the Notes

Notes: <ul style="list-style-type: none">➤ If changes are made to the above information, you must submit an updated form to Edmonton Elections within 30 days of the change.➤ A copy of the resolution authorizing the third party to incur election advertising expenses must be included if the third party has a governing body.
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- Edmonton Elections must be notified if changes are made to any of the information provided in *Form 27* initially submitted by the Third Party. An updated *Form 27* must be submitted within 30 days of the change.
- The second note refers to the proof of status document for groups described in the ‘**Gather supporting materials**’ section of this document.

8. Complete the Chief Financial Officer (CFO) endorsement

ENDORSEMENT BY THIRD PARTY CFO (for initial registration or change to registration information)

(Printed name)

(Signature of CFO)

(Date)

- The CFO must provide their name, signature and the date of endorsement in *Form 27*.

Note: The CFO must provide an original signature. A scanned copy of *Form 27* may be submitted to Edmonton Elections but digitally generated signatures will not be accepted.

9. Acceptance by the Local Jurisdiction

Do not complete this section of *Form 27*

ACCEPTANCE BY LOCAL JURISDICTION (for initial registration or change to registration information)

(Printed name)

(Signature of Returning Officer)

(Date)

- If the *Form 27* submitted by the Third Party meets the requirements described in the *LAEA*, the Returning Officer or designate will complete this section.
- Once this section is complete, a copy of *Form 27* will be returned to the Third Party through mail or email.

10. Submit Form 27 and Proof of Status

Forms and proof of status documents may be submitted to Edmonton Elections via:

- Mail: Edmonton Elections, 16304 114 Ave NW, Edmonton, AB, T5M 3R8
- Email: elections@edmonton.ca

Edmonton Elections will confirm receipt of *Form 27* and any accompanying documents, advising the Third Party if additional information or amendments are necessary.

Edmonton Elections will:

- Return a copy of the submitted *Form 27*, including the completed Acceptance by the Local Jurisdiction section, to the Third Party once approved by the Returning Officer or designate.
- or**
- Advise the Third Party if their registration cannot be accepted.

Edmonton Elections will confirm whether or not your registration has been accepted within 10 business days from the day of receipt.