

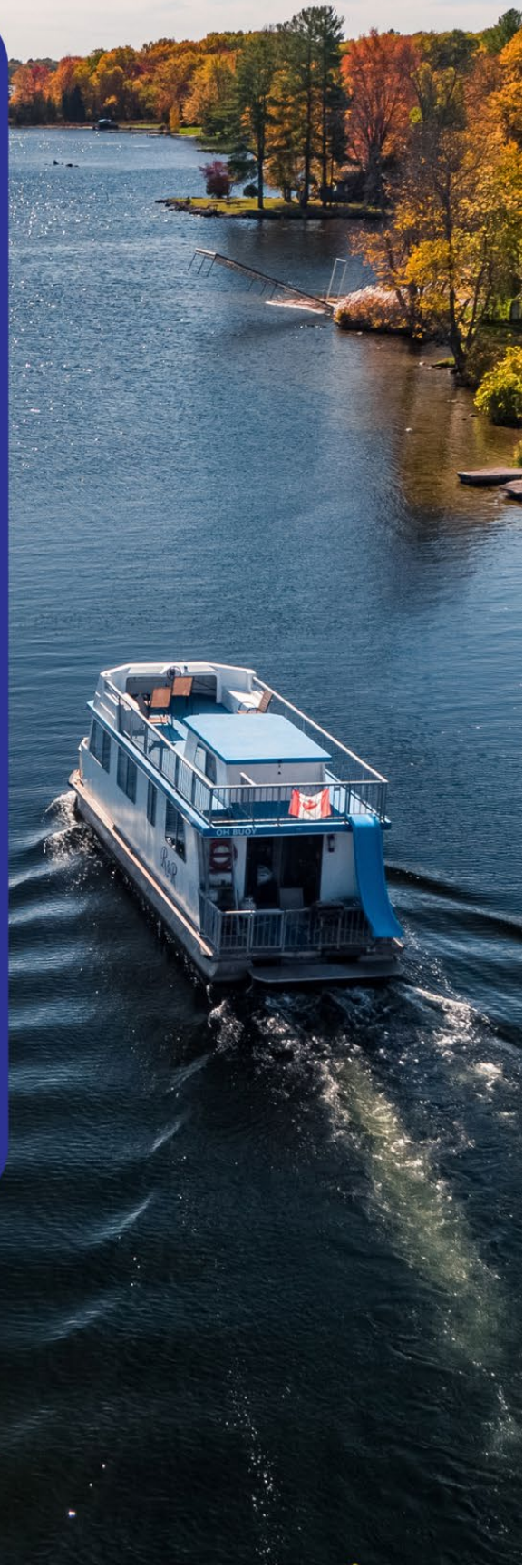
2026 Municipal Election

**Third Party
Advertisers'
Information Package**



trentlakes.ca/election

April 7, 2026



2026 Municipal Election – Third Party Advertisers’ Information Package

This information package is provided for reference only to assist you in meeting your requirements as a registered Third Party Advertiser in the Municipality of Trent Lakes for the 2026 Municipal and School Board Election.

Before beginning your campaign, you should familiarize yourself with the [Municipal Elections Act, 1996](#), including applicable regulations to fully understand all legislative requirements. **Third Party Advertisers must satisfy themselves through their own determination that they have complied with all legal requirements related to their registration as a Third Party Advertiser including eligibility and campaign finances.**

We strongly encourage you to visit the [Municipality of Trent Lakes Election pages](#) on an ongoing basis for current information on the 2026 Municipal and School Board Election.

The contents of this information package are intended only to advise of certain provisions relating to relevant legislation. Third Party Advertisers must satisfy themselves through their own determination that they have complied with all legal requirements.

Contact Information

Municipality of Trent Lakes

Mailing Address (Municipal Office):
760 Peterborough County Road 36
Trent Lakes ON K0M 1A0

Phone: 705-738-3800
Toll Free: 1-800-374-4009
Fax: 705-738-3801

Website: www.trentlakes.ca

Election Staff

Jessie Clark
Clerk/Returning Officer

Bianca Dragicevic
Deputy Clerk/Deputy Returning Officer

All election related questions should be directed to election@trentlakes.ca or 705-738-3800 ext. 245.

Third Party Advertisers' Information Package

This information package is not exhaustive and is intended to cover important details relevant to the Trent Lakes Municipal Election. Please refer to the [Ministry of Municipal Affairs and Housing 2026 Third Party Advertisers' Guide](#), attached as Schedule 1, for detailed information with respect to your campaign including financial reporting requirements.

Key Dates

2026

May 1 – October 23	Registration for Third Party Advertisers
September 25	Final Expense Limits Issued
October 13 – October 26	Voting Period
October 26	Voting Day (between 10:00 a.m. and 8:00 p.m.)
December 31	Third Party Advertising Campaign Period Ends

2027

March 30	Deadline for Filing Financial Statements
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General Information

The [Municipal Elections Act](#) includes a framework for third party advertising. A third party advertisement is an advertisement in any broadcast, print, electronic or other medium that has the purpose of promoting, supporting or opposing a candidate(s) or a question on a ballot.

Activities that do not involve spending money, such as speaking to friends or other persons, or posting an opinion on social media are not considered to be third party advertising.

Registration and Eligibility

Third Party Advertisers are required to formally register with the Clerk and must file a financial statement. **Third Party Advertisers may register Monday to Friday, 8:30 a.m. to 4:30 p.m. at the Municipal Office from May 1, 2026 to October 23, 2026.**

To register, you will need:

- A completed [Notice of Registration – Third Party – Form 7](#) signed by the individual or by an authorized representative of the corporation or trade union, as the case may be
 - This must be signed in front of a Deputy Returning Officer
- A piece of [acceptable identification](#)
- Evidence that the Union or Corporation you represent has authorized the registration of a Third Party Advertiser

It is preferred that Third Party Advertisers book an appointment to register by contacting the Clerk at election@trentlakes.ca.

Notices of Registration are public documents and are available for inspection at the Clerk's Office.

Only a **registered** Third Party Advertiser, whose Notice of Registration has been certified by the Clerk, may spend money on third party advertisements.

Only the following are eligible to register as a Third Party Advertiser:

- An individual who is normally a resident of Ontario
- A corporation that carries on business in Ontario
- A trade union that holds bargaining rights for employees in Ontario

Persons that are not eligible to file a notice of registration include:

- A candidate whose nomination has been filed under Section 33
- A Federal or Provincial political party, constituency association, registered candidate or leadership contestant
- The Crown in right of Canada or Ontario, a municipality or local board

Groups or businesses that are not corporations cannot register as Third Party Advertisers.

Signs

Third Party Advertisers must comply with all governing documents relating to Election Signs including:

- [Municipality of Trent Lakes Election Sign By-law B2026-014](#)
- [County of Peterborough Election Sign By-law No. 2022-29](#)
- Ministry of Transportation Signage Regulations

Each third party advertisement must identify:

- The name of the registered Third Party Advertiser.
- The municipality where the Third Party Advertiser is registered.
- A telephone number, mailing address or email address at which the registered Third Party Advertiser may be contacted regarding the advertisement.

Copies of the [Municipality of Trent Lakes Election Sign By-law](#) and the [County of Peterborough Election Sign By-law](#) are included as appendices to this information package.

Use of Corporate Resources

The Municipality's [Policy 5.28 - Use of Corporate Resources for Election Purposes Policy](#) is included as an appendix to this information package. Third Party Advertisers should familiarize themselves with the policy as it establishes requirements and restrictions relating to the use of municipal resources and municipal contributions to election campaigns.

Campaign Finances

General Information

There are extensive rules and regulations surrounding campaign finances for Third Party Advertisers during an election. Please refer to the [Ministry of Municipal Affairs and Housing 2026 Third Party Advertisers' Guide](#) and the [Municipal Elections Act](#) for detailed information with respect to campaign finances including: extending the filing deadline, late filing fees, extending a campaign in order to eliminate a deficit, supplementary financial statement information and penalties for contraventions.

The onus of responsibility is on third party advertisers to satisfy themselves, through their own determination, or with professional assistance, of the various legal and financial requirements relating to their campaign.

Spending Limits and Contribution Rules

You cannot begin spending money or accepting contributions until the Clerk has certified your Notice of Registration. You must familiarize yourself with and follow all prescribed campaign finance rules and you cannot exceed the spending and contribution limits.

Below is the **preliminary spending limit** (based on number of electors as of September 15, 2022) for a Third Party Advertiser:

Preliminary Election Spending Limits (Base amount plus \$0.05/elector)	Base Amount	Number of Electors	Preliminary Maximum
Third Party Advertiser	\$5,000.00	11,696	\$5,584.80

The Clerk shall, after determining from the Voters' List the number of electors eligible to vote for each office as of September 20 in the 2026 election, calculate the maximum amount of campaign expenses that may be incurred by a Third Party Advertiser and prepare a certificate of this amount. A copy of this secondary certificate confirming the final maximum spending limit will be provided by **October 1, 2026** to registered Third Party Advertisers.

Note: the higher of the two calculations – preliminary (noted above) and final – shall be the final spending limit.

Financial Statements and Disclosure

All Registered Third Party Advertisers must disclose and report **on or before 2:00 p.m. on March 30, 2027** their income and expenses as of the end of their campaign period in accordance with the following:

- All registered third party advertisers are required to file a detailed financial statement on the prescribed [Financial Statement – Auditor's Report Third Party – Form 8](#)
- Registered third party advertisers must have their financial statement audited and submit the auditor's report to the Clerk along with their financial statements if their expenses are over \$10,000.00

It is suggested that Third Party Advertisers refer to Form 8 early to know what will be required.

Third Party Advertisers' financial statements are filed with the Clerk and are public documents, which are to be available at no charge for viewing on the municipal website. You may wish to consider advising contributors that their personal information will be public and displayed on the Municipality's website after the election.

The Clerk will advise at least 30 days prior to the March 30, 2027 filing deadline of all the filing requirements of the Act.

It is the responsibility of the third party advertiser to file a complete and accurate financial statement by the filing date.

Compliance and Enforcement

Compliance Audit

A Compliance Audit Committee will be appointed by the Municipality before October 1, 2026 and a Terms of Reference will be established. The term of the Committee will be equal to the term of Council.

The Committee's authority includes:

- Reviewing applications and granting or rejecting audit requests
- Appointing an auditor, if the application is granted
- Receiving and considering the auditor's report
- Considering reports from the Clerk identifying contributors who appear to have contravened election contribution limits
- Deciding whether legal proceedings should be commenced

Schedules

1. [Ministry of Municipal Affairs and Housing 2026 Third Party Advertisers' Guide](#)

Appendices:

1. [Notice of Registration – Third Party – Form 7](#)
2. [Financial Statement – Auditor's Report Third Party - Form 8](#)
3. [Municipality of Trent Lakes Election Sign By-law B2026-014](#)
4. [County of Peterborough Election Sign By-law No. 2022-29](#)
5. [Policy 5.28 - Use of Corporate Resources for Election Purposes](#)