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Campaign activities prior to August 26, 2010

Supervisor of Political Financing

Prior to the official start of the election period on August 26, 2010, campaign activities of registered district associations are, in general, not limited financially by the *Political Process Financing Act*.

Expenditures must be authorized and paid for by the official representative of the registered district association; however, with one exception, there are no spending limits. Examples of such “pre-writ” expenditures include the expenses of:

- opening and operating a campaign office;
- holding BBQs, corn-boils, parades, or rallies;
- publicizing the details of a public meeting such as a “meet-and-greet-the-candidate”, rally, or corn-boil; or
- travelling by a nominated candidate or a campaign worker.

The exception to this rule is for broadcast and print advertising intended to directly encourage support for and the election of a candidate or a political party. Such broadcast and print advertising includes, but is not limited to:

- brochures, pamphlets, and handbills;
- buttons, hats and T-shirts;
- newspaper, radio, and TV advertisements;
- Internet web banner ads;
- signage for campaign offices; and
- other signs for public display.

Such advertising has a tax-inclusive **annual** spending limit of \$2,000 (\$1,770 plus \$230 HST). This means that the registered district association *may*, in the pre-writ period, spend up to \$2,000 on advertising to promote their candidate's election.

As stated above, such advertising must be authorized by and paid for by the official representative of the registered district association. All advertisements must state "Authorized by NAME OF OFFICIAL REPRESENTATIVE, official representative of the NAME OF REGISTERED DISTRICT ASSOCIATION". Printed advertising must also include the name and address of the printer.

If the registered district association pays for items whose value will extend into the election period, the **official agent of the candidate** must reimburse the **official representative of the registered district association** for a *pro rata* share of the expenditure. For example, the rent and phone bill for the campaign office for the month of August would be prorated so that the period from August 26 to 31 – 6 out of 31 days – is reimbursed by the official agent for the candidate to the official representative of the registered district association. This portion of the rent and phone would be considered an election expense authorized by the official agent of the candidate and would be subject to the election expenses limit of the candidate. A share of these expenses would also apply for the month of September where 27 out of 30 days will be part of the election period.

For a full discussion of this and related topics, please refer to the document entitled *Election Advertising Guidelines* found on our website at http://www.electionsnb.ca/pdf/finance/P_04_943.pdf.

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