

THIRD PARTY CONTRIBUTIONS AND ADVERTISING

The information in this note is for informational purposes only and should not be considered legal advice. Interpretation or direction from Elections Ontario or the Election Finances Act, 1990 supersedes any information provided below. We strongly recommend that politically active members visit the Elections Ontario website to learn more [here](#). OHBA members are strongly advised to review the below information related to the upcoming 2022 provincial election.

Political Advertising

Political advertising is any advertising that promotes or opposes a political party, its leader or a candidate. Political advertising also includes advertising about an issue that one or more registered political parties or candidates has taken a position on. All political advertising must include information about who authorized the advertising. For example, an advertisement must include a spoken or written line such as "Authorized by the XYZ campaign" or "This advertisement was paid for by the XYZ political party."

Third Parties

A third party is any person or entity that is not a political party, candidate or constituency association, and that engages in political advertising.

Third Party Contributions

There are no contribution limits to third parties from individuals. Contributions to third parties may be made by:

- individuals normally resident in Ontario using their own funds;
- corporations carrying on business in Ontario that are not registered charities; or
- trade unions.

A third party is any person or entity that is not a political party, candidate or constituency association, and that engages in political advertising.

Third Party Advertising

If you plan to conduct political advertising (including websites and paid social media advertising) during a general election or a by-election in Ontario, please be advised that there are registration and filing requirements as well as spending limits.

OHBA recommends that any members considering participating in any form of third-party advertising seek a legal opinion first and familiarize themselves with Elections Ontario rules related to third party advertising.

Third Party Spending Limits

There are limits on how much money third parties can spend. For a fixed date general election (such as the 2022 provincial election), a third party must not spend,

- more than \$26,184 during a non-election period in any electoral district for the purpose of third-party political advertising; or
- more than \$4,364 during an election period in any electoral district, for the purpose of third-party political advertising; or
- more than a total amount of \$654,600 during a non-election period, for the purpose of third-party political advertising; or
- more than a total amount of \$109,100 during an election period, for the purpose of third-party political advertising.

**For further information please contact Elections Ontario by phone: 1.888.668.8683 or by email: info@elections.on.ca
Source: Elections Ontario, Political Entities-Third Parties, [Website](#), and Elections Ontario, Eligible Contributors, [Website](#).**

