



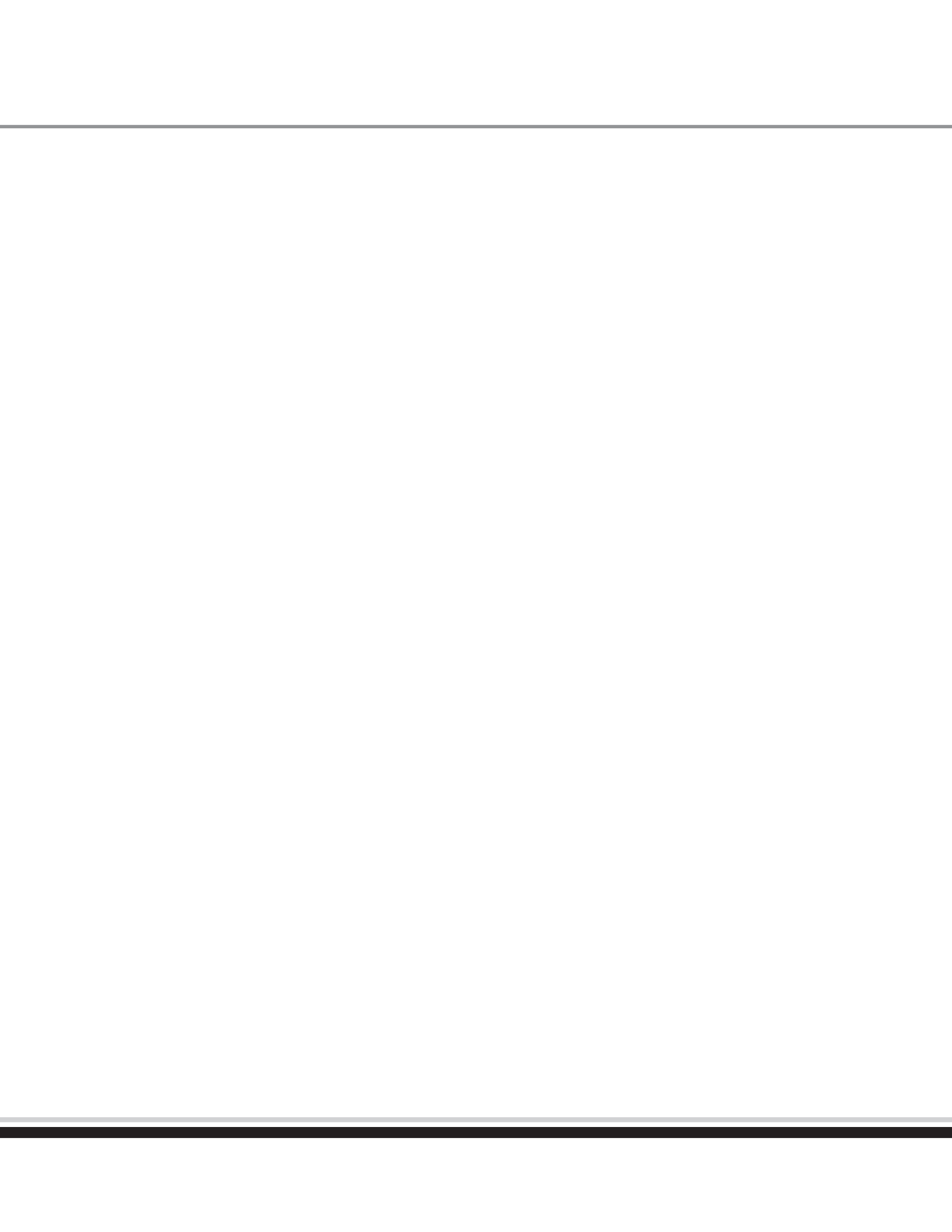
ELECTIONS BC

A non-partisan Office of the Legislature

INITIATIVE ADVERTISING SPONSOR DISCLOSURE REPORT COMPLETION GUIDE

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General

This instruction booklet is an integral part of the disclosure report package for initiative advertising sponsors. It is an important aid in the completion of the disclosure reports and should be used in conjunction with the reporting forms. This instruction booklet contains only summaries of the reporting requirements and does not take precedence over the *Recall and Initiative Act*. Copies of this instruction booklet are available free of charge from Elections BC or can be downloaded from our website (elections.bc.ca). See the last page of this guide for contact information for Elections BC.

The Guide to Initiative Communications should also be referred to by initiative advertising sponsors when reporting contributions and the value of sponsored advertising. The guide is available free of charge from Elections BC, or can be downloaded from our website (elections.bc.ca).

The *Recall and Initiative Act* is available for viewing on our website (elections.bc.ca) or can be purchased from Crown Publications (crownpub.bc.ca).

Privacy

Elections BC has the authority to collect, use, disclose and dispose of personal information under the *Recall and Initiative Act*. This information is used to administer provisions of the *Recall and Initiative Act*.

For information about Elections BC's privacy policies, please visit elections.bc.ca/privacy or contact the **Privacy Officer, Elections BC** at 1-800-661-8683, privacy@elections.bc.ca or PO Box 9275 Stn Prov Govt, Victoria BC V8W 9J6.

Introduction

Registered initiative advertising sponsors must file an initiative advertising disclosure report with the Chief Electoral Officer in relation to an initiative petition within 28 days after the end of the initiative petition period; or in relation to an initiative vote, within 90 days after the end of the initiative vote period.

If an initiative advertising sponsor sponsors initiative advertising with a total value of less than \$500, the sponsor may submit only the cover page with a check mark to indicate that advertising sponsored during the initiative petition or initiative vote period had a total value of less than \$500.

Submitting the report

The disclosure report must be received by Elections BC in relation to an initiative petition within 28 days after the end of the initiative petition period; or in relation to an initiative vote, within 90 days after the end of the initiative vote period. Postmarks are not acceptable.

There are a number of options for ensuring that your report is received by Elections BC before the deadline:

- Scan and email the report to our office within 28 days after the end of the initiative petition period, or 90 days after the end of an initiative vote. The email address is on the last page of this guide.
- Mail the report to our Victoria office, ensuring that you mail it early enough to guarantee delivery within 28 days after the end of the initiative petition period, or 90 days after the end of an initiative vote. The office address is on the last page of this guide.
- Courier the report to our Victoria office, again ensuring that you send it early enough to guarantee delivery 28 days after the end of the initiative petition period, or 90 days after the end of an initiative vote.
- Fax the report to our Victoria office. The fax number is on the last page of this guide.
- Deliver the report to our Victoria office before the deadline.
- Deliver the report to any Service BC office before the deadline.

General instructions for all forms

- Submit all relevant forms. If there is doubt whether a form should be submitted, please contact our office for clarification.
- Keep a copy of the report for your records. You may need to use the information for filing amendments or responding to questions from Elections BC.
- Type or print neatly, in ink. The report will be available for viewing in our office and on our website.

INITIATIVE ADVERTISING SPONSOR DISCLOSURE REPORT COMPLETION GUIDE

- Consecutively number the pages of forms that have more than one page. If a form can have more than one page there are two boxes in the top right-hand corner labelled PAGE ____ OF _____. Start the page number at 1 for the first completed page of the form and put the total number of pages of that form in the second box provided (e.g. PAGE 1 of 2; PAGE 2 of 2).
- Enter the full name of the initiative advertising sponsor on each page.
- Enter dates as YYYY/MM/DD – e.g. for January 31, 2016, enter 2016/01/31.
- It is acceptable to round cents to the nearest dollar. For example, \$23.65 could be entered as \$24, \$15.34 as \$15.

F-AS-R: Advertising Sponsor Disclosure Report

This is the cover page to be used by initiative advertising sponsors. This form must accompany all disclosure reports filed, including amended reports filed after the original report.

Please ensure that each of the components of this form are completed.

- 1 Enter the title of the initiative.
- 2 Enter the initiative number. This can be found on our website (elections.bc.ca).
- 3 Enter the full name of the initiative advertising sponsor.
- 4 Enter the initiative advertising sponsor's mailing address, phone and fax numbers in the appropriate spaces. Elections BC needs the address to be able to notify the initiative advertising sponsor of the status of the submitted report. We will send all correspondence to this address. This form is available for public inspection, so you may choose to list an office address instead of a home address.
- 5 Indicate which type of event this disclosure report pertains to.
- 6 This is a listing of the forms which must be submitted to the Chief Electoral Officer as part of the disclosure report if they are applicable. Use it as a checklist to identify which forms have been completed. If an amendment is being submitted, please check only those forms that have been revised.
- 7 If the total value of sponsored initiative advertising during the initiative petition or initiative vote period was less than \$500, tick this box. In this case, only this form (F-AS-R) is required to be filed with Elections BC.
- 8 The declaration must be signed and dated by the initiative advertising sponsor who is registered with Elections BC. If the sponsor is an organization, the declaration must be signed by a principal officer or director of the organization who is registered with Elections BC. Signing a false statement is a serious offence and is subject to significant penalties.
- 9 If this is the first version of the disclosure report, leave the "Amendment # ____" blank. If this report amends a previously submitted report, enter the number of the amendment (or supplementary report) here. For example, if this was the second disclosure report to be submitted, it would be the first amendment and 1 would be entered in this space.



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ADVERTISING SPONSOR DISCLOSURE REPORT

F-AS-R
(16/03)

Amendment # **9**

1 TITLE OF INITIATIVE OR NAME OF MEMBER OF LEGISLATIVE ASSEMBLY WHO IS SUBJECT OF RECALL PETITION An initiative to prohibit franchise restaurants within B.C.	INITIATIVE / RECALL NUMBER 2 IP-2016-007			
3 SPONSOR'S FULL NAME Al's Diner				
4 MAILING ADDRESS 1947 West Town Blvd.				
CITY / TOWN Victoria	PROVINCE BC	POSTAL CODE V9B 6A8	PHONE NO. 250-555-1234	FAX NO. 250-555-9871
EMAIL alsdiner@email.ca				
5 Sponsor for advertising related to: <input checked="" type="checkbox"/> Initiative Petition <input type="checkbox"/> Initiative Vote <input type="checkbox"/> Recall Petition				
This disclosure report includes the following forms:				
				FORMS CHECKLIST X
Value of Advertising by Category – Form Sm-E(b)R				<input checked="" type="checkbox"/>
Summary of Contributions by Class – Form Sm-C(b)R				<input checked="" type="checkbox"/>
Contributions of Money over \$250 – Form S-A1(b)R				<input checked="" type="checkbox"/>
Anonymous Contributions – Form S-A2(b)R				<input checked="" type="checkbox"/>
7 OR <input type="checkbox"/> Advertising sponsored during the petition or vote period did not have a total value of \$500 or more; no additional forms required.				
I declare that to the best of my knowledge, information and belief, all the information contained in this report and any attachments is complete and accurate.				
SIGNATURE OF SPONSOR / PRINCIPAL OFFICER / PRINCIPAL MEMBER <i>Alberto Victorino</i>			8 DATE (YYYY / MM / DD) 2016 / 06 / 01	
PRINTED NAME OF PERSON SIGNING DECLARATION Alberto Victorino				
WARNING: Signing a false statement is a serious offence and is subject to significant penalties.				

All forms in this report are available for public inspection.

PLEASE KEEP A COPY FOR YOUR RECORDS

This information is collected under the authority of the *Recall and Initiative Act* and the *Freedom of Information and Protection of Privacy Act*. The information will be used to administer provisions of the *Recall and Initiative Act*. Questions can be directed to: **Privacy Officer, Elections BC** 1-800-661-8683, privacy@elections.bc.ca or PO Box 9275 Stn Prov Govt, Victoria BC V8W 9J6

Sm-E(b)R: Value of Advertising by Category

This form is used to report the value of various categories of initiative advertising sponsored by the sponsor.

- 1 In this column, enter the value of each type of initiative advertising sponsored during the initiative petition or initiative vote period.
- 2 Enter the value and provide details for any amounts entered as “other”.
- 3 Add the value of all initiative advertising and enter the total.



VALUE OF ADVERTISING BY CATEGORY

Advertising Sponsor

NAME OF FILING ENTITY
Al's Diner

Value of sponsored advertising by category:

	1
Brochures (pamphlets, flyers, etc.)	2,400
Newspaper (magazines, journals, etc.)	500
Radio	650
Signs (lawn signs, billboards, etc.)	75
Television	750
Value of newsletters, brochures, etc. sent directly to members, employees, or shareholders of the sponsor	
Other (describe) Google Adwords	295 2

Total value of sponsored advertising 4,670 **3**

Sm-C(b)R: Summary of Contributions by Class

This form is used to report all contributions of money accepted by the initiative advertising sponsor during the contribution reporting period (for initiative petition advertisers, the contribution reporting period begins six months before the initiative petition was issued, and ends at the end of the initiative petition period. For an initiative vote advertiser, the period begins six months before General Voting Day for the initiative vote and ends at the end of General Voting Day). It also reports the amount of the sponsor's assets that were used to pay for initiative advertising.

- 1 Enter the amount of the initiative advertising sponsor's assets that were used to pay for initiative advertising in box A. Do not include the value of contributions made to the sponsor.

Contributions are separated into two columns; those that have a value of greater than \$250, and those that have a value of \$250 or less.

- 2 For each class of contributor, enter the amount of contributions of money received from contributors who made total contributions of more than \$250 (e.g. in box 1b enter the total of contributions made by individuals who made total contributions of more than \$250).
- 3 For each class of contributor, enter the amount of contributions of money received from contributors who made total contributions of \$250 or less (e.g. in box 2c enter the total of contributions made by corporations which made total contributions of \$250 or less).
- 4 Enter the total of all contributions of more than \$250 in box B. This amount must equal the amount reported in box A on form S-A1(b)R.
- 5 Enter the total of all contributions of \$250 or less in box C.
- 6 Enter the sum of boxes B and C in box D.
- 7 Enter the total amount of anonymous contributions received in box E. This amount must equal the amount reported in box A on form S-A2(b)R.
- 8 Enter the sum of boxes D and E in box F.



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SUMMARY OF CONTRIBUTIONS BY CLASS

Sm-C(b)R
(16/03)

Advertising Sponsor

NAME OF FILING ENTITY
Al's Diner

Amount of sponsor's assets, other than contributions reported below, that were used to pay for advertising:

750 A ¹

Total value of contributions, excluding sponsor's own assets, from each of the following classes of contributor:

	² Contributions greater than \$250		³ Contributions of \$250 or less	
Individuals	950	1b	2,700	1c
Corporations	275	2b	485	2c
Unincorporated Business/Commercial Organizations		3b	75	3c
Trade Unions	300	4b		4c
Non-profit Organizations	400	5b	100	5c
Other Identifiable Contributions		6b		6c
Classified subtotals (1b to 6b & 1c to 6c) (box B = box A , S-A1(b))	1,925	⁴ B	3,360	⁵ C
Classified totals (B + C)			5,285	⁶ D
Total anonymous contributions (from box A , S-A2(b)R)			75	⁷ E
Total value of all contributions from all sources (D + E)			5,360	⁸ F

S-A1(b)R: Contributions of Money Greater than \$250

This form is used to report all contributors who made one or more contributions to the initiative advertising sponsor during the contribution reporting period (for initiative petition advertisers, the contribution reporting period begins six months before the initiative petition was issued, and ends at the end of the initiative petition period. For an initiative vote advertiser, the period begins six months before General Voting Day for the initiative vote and ends at the end of General Voting Day) which total more than \$250.

A computer generated record of this information, in a format which has been approved by Elections BC, may be used in place of this form.

- ① Enter the full name of contributor; initials are not acceptable. If the contributor is a numbered corporation or an unincorporated organization (classes 3 to 6) the full names of two directors or principal officers must also be provided. If the contributor is a sole proprietor this should be indicated. If the contributor is a union, specify which local of the union made the contribution.
- ② Tick the box under the applicable class of contributor. The six classes are: 1 – individual; 2 – corporation; 3 – unincorporated business/commercial organization; 4 – trade union; 5 – non-profit organization; 6 – other. These classes are also identified at the bottom left corner of the form.
- ③ Enter the amount of each individual contribution made by that contributor. If the total amount of contributions from a single contributor is made up of multiple contributions received on different dates, all of the individual contribution amounts must be listed. These individual amounts must correspond to the individual dates in the column titled “date of each individual contribution.” An exception to the requirement to list each individual contribution can be made if the contributions were multiple regular amounts (e.g. \$30 per month) over a time period.
- ④ Enter the date on which each individual contribution was received. If the total amount of contributions from a single contributor is made up of multiple donations received on different dates, all of the individual contribution dates must be listed. An exception to the requirement to list all contribution dates can be made if the contributions were multiple regular amounts (e.g. \$30 per month) over a time period.
- ⑤ Enter the total of all contributions made by each contributor who made total contributions of more than \$250 during the contribution reporting period.
- ⑥ Enter the total of all individual contributions into box A. This amount must equal the amount reported in box B on form Sm-C(b)R.

S-A2(b)R: Anonymous Contributions

This form is used to report anonymous contributions received by the initiative advertising sponsor during the contribution reporting period (for initiative petition advertisers, the contribution reporting period begins six months before the initiative petition was issued, and ends at the end of the initiative petition period. For an initiative vote advertiser, the period begins six months before General Voting Day for the initiative vote and ends at the end of General Voting Day).

- ① Enter the date the contribution was received.
- ② Enter the dollar amount of the anonymous contributions.
- ③ If the anonymous contributions were received at an event or function, enter a brief description of the event or function.
- ④ Enter the total dollar amount of anonymous contributions received in box A. This amount must equal the amount reported in box E on form Sm-C(b)R.

Questions?

For more information

Phone toll-free 1-800-661-8683 / TTY 1-888-456-5448

or contact

Elections BC

Mailing Address:

PO Box 9275 Stn Prov Govt, Victoria, BC V8W 9J6

Phone: 250-387-5305

Fax: 250-387-3578

Toll-free Fax: 1-866-466-0665

Email: electoral.finance@elections.bc.ca

Website: elections.bc.ca

