

The logo for 'Calgary's Future' features a stylized 'C' and 'F' intertwined. The 'C' is blue and the 'F' is orange. To the right of the logo, the text 'Calgary's Future' is written in a bold, dark blue sans-serif font.

Calgary's Future

February 19, 2025

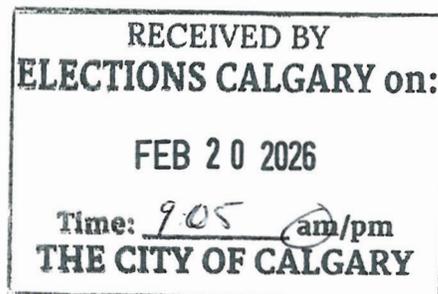
To Whom it may Concern,

Please accept this as the required disclosure for Calgarians for a Progressive Future.

Regards,

A handwritten signature in black ink, appearing to read 'Alex Shevalier', written in a cursive style.

Alexander Shevalier,
Calgary's Future

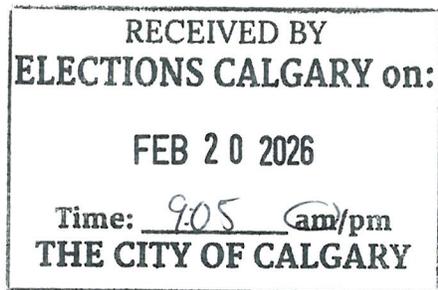


Election Spending Limit Report

This report is for the election advertising spending period – May 1 – October 20, 2025.

Media Buy -	\$384,458.19
Paid Media Management -	\$15,000.00
Content Production-	\$125,170.00
Election Flyers -	\$14,096.00
Flyer Delivery -	\$13,860.00
Video Cast Honorarium-	\$500
GST -	\$23,518.36
Total -	\$576,602.55

Election Spending Limit - \$653,392



Calgarians For a Progressive Future Financial Statement- 2025

Bank Balances (Jan 1, 2025) \$1,831,424.49

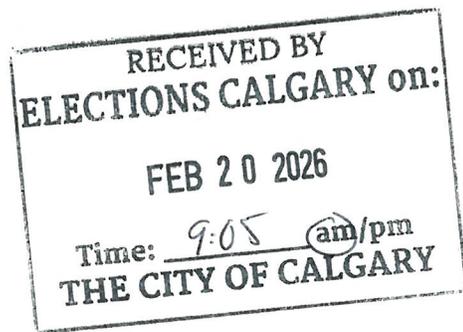
Revenue

Interest \$16,452.90

Expenses

Consulting \$1,000
Legal Fees \$2,016
Accounting \$1,701
Point Blank Creative \$1,348,624.21
Meetings / Events \$5,381.39
Bank Fees \$194.50
Websites \$643.23
Honorariums \$500
Flyer Delivery \$13,860

Total \$1,379,920.33





RECEIVED BY
ELECTIONS CALGARY on:
THIRD PARTY ADVERTISING CONTRIBUTION STATEMENT
FEB 20 2026
 Time: 9:05 (am/pm)
THE CITY OF CALGARY

Local Authorities Election Act
 (Section 180, 182)

Local Jurisdiction: Calgary, Province of Alberta

Third Party Name: Calgarians for a Progressive Future (Calgary's Future)

Third Party's mailing address 321, 3132 26 ST NE

_____, Alberta

Postal Code T1Y6Z1

Election year 2025

Select the appropriate box below:

- Advertising contribution statement and advertising return due by Sept. 30, 2025 (for the period of May 1, 2025 to July 31, 2025)
- Final advertising contribution statement and advertising return due by March 1, 2026 (for the period of May 1, 2025 to Election Day on October 20, 2025)

Election Advertising Period

ADVERTISING CONTRIBUTIONS:

- 1. Total amount of contributions of \$250.00 or less \$ 0
- 2. Total amount of all contributions of \$250.01 and greater \$ 0

Complete the following table for all contributions of \$250.01 and greater, attaching additional sheets as necessary.

Contributions of \$250.01 and Greater			
Contributor's Name	Contributor's Address	Amount of Contribution	Date of Contribution

Itemized list of advertisements

Platform	Subject	Start Date	End Date	Ad Spend
Meta	Vote Reframe	01-Sep-25	22-Sep-25	\$11,622.24
Meta	Video and static boosts	01-Sep-25	30-Oct-25	\$84,048.98
Meta	Contrast Ads	06-Oct-25	20-Oct-25	\$13,921.26
GrassRoots	Vote Reframe	01-Sep-25	22-Sep-25	\$9,400
Avenue Magazine	Vote Reframe	01-Sep-25	22-Sep-25	\$4,560
TikTok	Vote Reframe	01-Sep-25	22-Sep-25	\$9,590.68
Youtube	Vote Reframe	01-Sep-25	22-Sep-25	\$30,450.43
Google Search Ads	Endorsement	01-Sep-25	30-Oct-25	\$41,577.07
Post Media	Endorsement	01-Sep-25	30-Oct-25	\$31,402.86
WeChat	Endorsement	01-Sep-25	30-Oct-25	\$10,001.36
Great News Media	Endorsement	01-Sep-25	30-Oct-25	\$16,197.75
Open Internet	Endorsement	01-Sep-25	30-Oct-25	\$37,479.32
Digital Programmatic	Contrast Ads	06-Oct-25	20-Oct-25	\$11,205.33
Meta	Get out the vote	13-Oct-25	20-Oct-25	\$36,738.94
Open Internet	Get out the vote	13-Oct-25	20-Oct-25	\$17,954.44

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