



THIRD PARTY ADVERTISING CONTRIBUTION STATEMENT
Local Authorities Election Act
 (Section 180, 182)

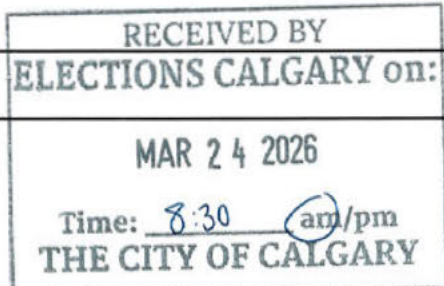
Local Jurisdiction: Calgary, Province of Alberta

Third Party Name: Alberta Proud

Third Party's mailing address PO Box 91014 Royal Oak
Calgary, Alberta

Postal Code T3G 5W6

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 \$ 5,000.00

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
Michael Binnion	[REDACTED] Calgary AB [REDACTED]	\$5,000.00	Oct 16/25

ALBERTA PROUD
LAEA Registered Third Party Income Statement
Municipal Election Advertising Period May 1, 2025 to October 20, 2025

Contributions	\$	5,000.00
Self-funded for general operations		25.00
Total Receipts		5,025.00
Election advertising		9,963.83
Bank charges		22.54
Total Expenses		9,986.37
Surplus (Deficit)	\$	(4,961.37)

ALBERTA PROUD
LAEA Registered Third Party Balance Sheet
Municipal Election Advertising Period May 1, 2025 to October 20, 2025

Cash	\$	13.37
Accounts receivable		-
Total Assets	\$	13.37
Accounts payable	\$	4,963.83
Opening net assets		10.91
Surplus (deficit)		(4,961.37)
Net assets, end of year		(4,950.46)
Total Liabilites and Net Assets	\$	13.37

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Time: 8:30 am/pm

THE CITY OF CALGARY

**ALBERTA PROUD
CALGARY MUNICIPAL ELECTION ADVERTISING SPENDING
ELECTION PERIOD: MAY 1, 2025 TO OCTOBER 20, 2025**

<u>Vendor</u>	<u>Invoice date</u>	<u>Inv Ref #</u>	<u>Inv From**</u>	<u>Inv To**</u>	<u>Description</u>	<u>Total</u>
n/a	n/a	n/a	May 1, 2025	Oct 6, 2025	No regulated election advertising	\$ -
Meta/Facebook	Oct 14, 2025		Sept 27, 2025	Oct 14, 2025	Regulated election advertising	3,169.98
Meta/Facebook	Oct 18, 2025		Oct 13, 2025	Oct 18, 2025	Regulated election advertising	4,674.73
Meta/Facebook	Oct 31, 2025		Oct 17, 2025	Oct 24, 2025	Regulated election advertising	2,119.12
						\$ 9,963.83

*** Note: Date is the description on the invoices which corresponds to our credit limit, which triggers an invoice from Meta.
The Calgary Municipal Election Advertising portion of those invoices of \$9,963.83 occurred between October 7th and 19th, 2025.*

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Tax invoice for [REDACTED]
Account ID: [REDACTED]

Meta

Invoice/Payment Date
Oct 14, 2025, 6:31 AM

Payment method
Visa [REDACTED]
Reference Number: [REDACTED]

Paid

CA\$10,500.00 CAD ✓

Subtotal: 10,000.00 CAD
GST/HST: 500.00 CAD (Rate: 5%)

Transaction ID
[REDACTED]

Product Type
Meta ads

You're being billed because you reached your CA\$10,000.00 payment threshold.

Campaigns

	GST	TOTAL
From Sep 27, 2025, 12:00 AM to Oct 14, 2025, 6:31 AM	309.89 +	CA\$6,197.79 \$6507.68
86,392 Impressions		CA\$821.01
112,161 Impressions		CA\$1,248.10
424,711 Impressions		CA\$4,128.68
Calgary 2025 REG. ADS		
From Sep 27, 2025, 12:00 AM to Oct 14, 2025, 6:31 AM	150.95 +	CA\$3,019.03 \$3169.98
Calgary west Men		29,493 Impressions CA\$215.25
Calgary west Women		21,385 Impressions CA\$163.60
Calgary other Women		219,090 Impressions CA\$1,152.26
Calgary other Men		267,785 Impressions CA\$1,487.92
From Sep 27, 2025, 12:00 AM to Oct 14, 2025, 6:31 AM	39.16 +	CA\$783.18 \$822.34
4,637 Link clicks		CA\$783.18

\$ 10,500.00

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Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
GST/HST: 820877660RT9999

AB T8H 5M3
Canada
Invoice # FBADS-350-10509222

Tax invoice for [REDACTED]
Account ID: [REDACTED]

Meta

Invoice/Payment Date
Oct 18, 2025, 7:34 PM

Payment method
Visa [REDACTED]
Reference Number [REDACTED]

Paid

CA\$10,500.00 CAD

Transaction ID
[REDACTED]

Subtotal: 10,000.00 CAD
GST/HST: 500.00 CAD (Rate: 5%)

Product Type
Meta ads

You're being billed because you reached your CA\$10,000.00 payment threshold.

Campaigns

AB Calgary 2025 - REG
From Oct 13, 2025, 12:00 AM to Oct 18, 2025, 7:34 PM

GST TOTAL
222.61 + CA\$4,452.12 = 4674.73

Campaign	Impressions	Amount
Calgary other Men	355,983 Impressions	CA\$2,076.52
Calgary other Women	292,295 Impressions	CA\$1,896.81
Calgary west Women	19,489 Impressions	CA\$238.90
Calgary west Men	20,763 Impressions	CA\$239.79

From Oct 13, 2025, 12:00 AM to Oct 18, 2025, 7:34 PM

78.51 + CA\$1,570.27 = 1648.78

20,081 Impressions	CA\$206.48
27,295 Impressions	CA\$308.52
100,149 Impressions	CA\$1,055.27

From Oct 13, 2025, 12:00 AM to Oct 18, 2025, 7:34 PM

198.88 + CA\$3,977.61 = 4176.49

32,183 Link clicks	CA\$3,977.61
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CA\$10,500.00

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MAR 24 2026
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THE CITY OF CALGARY

Tax invoice for [REDACTED]
Account ID: [REDACTED]

Meta

Invoice/Payment Date
Oct 31, 2025, 2:31 AM

Payment method
Visa [REDACTED]
Reference Number: [REDACTED]

Paid

CA\$2,224.74 CAD

Transaction ID
[REDACTED]

Subtotal: 2,118.80 CAD
GST/HST: 105.94 CAD (Rate: 5%)

Product Type
Meta ads

Remaining ad costs at the end of the month.

Campaigns

Campaign	From	To	Impressions	Cost	GST	TOTAL
Alberta Sask	From Oct 17, 2025, 12:00 AM	to Oct 24, 2025, 11:59 PM	21 Impressions	CA\$0.26	\$ 0.01	\$ 0.27
AB Calgary 2025 - REG	From Oct 17, 2025, 12:00 AM	to Oct 24, 2025, 11:59 PM	150,050 Impressions	CA\$1,049.59	\$ 100.91	\$ 2,119.12
Calgary other Women			151,242 Impressions	CA\$968.62		
Calgary other Men						
	From Oct 17, 2025, 12:00 AM	to Oct 24, 2025, 11:59 PM	1,974 Link clicks	CA\$99.22	\$ 4.96	\$ 104.18
	From Oct 17, 2025, 12:00 AM	to Oct 24, 2025, 11:59 PM	18 Link clicks	CA\$1.11	\$ 0.06	\$ 1.17
						<u>\$ 2,224.74</u>

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