

Application to Register as a Promoter

2026 General Election

Please turn over and read the guidance before completing this form

Part 1: Details of Promoter to Appear on the Register

Provide the residential address for an individual, or the address where they can usually be contacted between 9am and 5pm on any working day

Provide the street address of the principal place of business or headquarters for an incorporated or unincorporated body

Promoter's Name

Address

Phone

Email

Part 2: Details of Person Authorised to Make the Application

Complete this section if the promoter is not an individual

Name

Address

Phone

Email

Part 3: Name(s) of Relevant Persons

Complete this section if the promoter is not an individual or company.

The names of any individuals will appear on the Register of Promoters

The name(s) of persons occupying a position comparable with that of a director of a company

The name(s) of the trustees if the promoter is a trust

Part 4: Declaration

Where the promoter is not an individual, please attach evidence the applicant is authorised to apply on the promoter's behalf

You can sign the form electronically by inserting a signature image or drawing a signature (but typed or digital signatures will not be accepted)

I apply for the promoter to be registered on the Register of Promoters and declare that, to the best of my knowledge and belief, that the promoter is eligible to be registered as a promoter.

I confirm that I have attached the documentary evidence to verify that I am authorised by the promoter to apply for registration on the promoter's behalf, if applicable.

Signature

Date

Questions? Read here

Who is a promoter?

A promoter is a person or group on whose initiative an election advertisement is published or is to be published.

Who must register as a promoter?

Any individual or group who spends, or intends to spend, over \$17,000 (including GST) on election advertising during the regulated period for the 2026 General Election must register with the Electoral Commission.

Who cannot be a registered promoter?

The following persons cannot be a registered promoter:

- a constituency candidate or list candidate
- a registered political party
- an overseas person
- a person involved in the administration of:
 - the affairs of a candidate in relation to the candidate's election campaign, or
 - the affairs of a party.

An overseas person is:

- an individual who resides outside New Zealand and is not a New Zealand citizen or registered elector
- a body corporate incorporated outside New Zealand, or
- an unincorporated body that has its head office or principal place of business outside New Zealand.

The Commission will not register a promoter whose name is indecent or offensive, likely to cause confusion, or likely to mislead electors.

If the promoter is an individual

The application should be made by the person who wants to be registered as a promoter. Individual promoters do not need to complete Part 2 and Part 3 of the application form.

If the promoter is not an individual

If the promoter is a company then the application must be accompanied by evidence documenting that the applicant is duly authorised by the board of directors to make the application, such as a letter signed by one or more directors.

Where the promoter is not an individual or a company, the application must state the names of the persons occupying a position in the body that is comparable with that of a director of a company. If the promoter is a trust, please provide the names of the trustees. The application must also be accompanied by evidence documenting that the applicant is duly authorised by the promoter to make the application, such as a letter signed by the persons outlined above.

Contact details of the promoter (and applicant)

Contact details for a promoter that is an individual must include the full street address of either the place where the person usually lives or any other place where the person can usually be contacted during working hours.

For an incorporated or unincorporated body, it must include the full street address of the body's principal place of business or the full street address of the body's head office. A PO box or website address is insufficient.

What happens to the information provided in the application?

Once an application is accepted, the promoter's name, address and email and the names of any persons provided in Part 2 and Part 3 of the form will be entered on the Register of Promoters. The Register is available on www.elections.nz.

A registered promoter must notify the Commission in writing within 10 working days of any change in the details provided in the application.

Spending limit and reporting expenses

Promoters must keep good records of their expenses.

A registered promoter cannot spend more than \$424,000 (including GST) on election advertising during the regulated period.

Registered promoters that spend over \$100,000 on election advertising during the regulated period will need to file a return of expenses with the Commission after the election.

Cancellation of promoter's registration

The Commission will cancel the registration of a promoter who is not eligible to be registered or if the promoter requests the cancellation and the promoter has not spent more than \$17,000 on election expenses during the regulated period. The Commission will give the promoter written confirmation of the cancellation.

A registered promoter's registration for the 2026 General Election will expire on the close of election day.

Submitting an application

Completed applications can be lodged by email or post.

Make sure you provide evidence of authorisation if you are applying on behalf of a group or organisation.

There is no fee to register as a promoter.

Email: legal@elections.govt.nz

Post: Electoral Commission
PO Box 3220
Wellington 6140

The Commission aims to assess applications within 5 working days of receipt, however it may take longer during busy election periods.

The applicant will be notified in writing, as soon as reasonably practicable, of either the date of registration or the reasons for refusal.

Further information

For further information, please refer to the Third Party Handbook.