

STATE AGENCY SPONSORED SPECIALIZED LICENSE PLATE APPLICATION

The _____ (Agency, Department, or Division of the plate sponsor) is applying for a Specialized License Plate and expressly certifies that:

- A. The specialized license plate, and the design, logo, and message on the specialized license plate issued under the program publicize or promote the official policy, mission, or work of the sponsoring state agency.
- B. The state sponsored specialized license plate shall not publicize or promote a person, a private institution, a nonprofit organization, a non-government organization, or a private design, logo, or message.
- C. The Department of Motor Vehicles has a license plate template that must be used by the sponsor in developing the specialized license plate, and its design, logo, and message. Up to four colors may be used in the specialized license plate, and its design, logo, and message.
- D. The design, logo, and message of its specialized license plate comply with the requirements in the Vehicle Code. A sample copy of the proposed specialized license plate, its design, logo, and message must be submitted to the Department of Motor Vehicles. Once the sample copy has been submitted to the Department of Motor Vehicles, the Department of Motor Vehicles will act as the lead liaison with the California Highway Patrol, the Prison Industry Authority, and the plate sponsor until the finalized specialized license plate has been approved.
- E. The Department of Motor Vehicles and the California Highway Patrol will review and forward the specialized license plate prototype to be manufactured. The California Highway Patrol must approve the specialized license plate and its design, logo, and message for legibility, reflectivity, and visibility once actual samples are provided. The Department of Motor Vehicles must approve that the design, logo, and message fit within the size requirements specified in the Vehicle Code, then the Department of Motor Vehicles will send the finalized specialized license plate sample with a letter of its findings to the specialized license plate sponsor.
- F. The sponsoring state agency is responsible for the design and printing costs of an application brochure or brochures and will submit prior to public distribution, a sample of all proposed application brochures, advertisements, Frequently Asked Questions, and web-page designs for its specialized license plate and its design, logo, and message to the Department of Motor Vehicles. The Department of Motor Vehicles must have approved any of these marketing and promotional materials prior to public distribution.
- G. The sponsoring state agency shall submit to the Department of Motor Vehicles:
 - 1. Application for State Agency Sponsored Specialized License Plate (REG 5102).
 - 2. A financial plan stating the purposes that the revenue will be used.
 - 3. A monthly report during the applicable twelve-month or twenty-four month period for collecting pre-paid applications for the specialized license plate. The monthly report shall contain the following information:
 - a. The number of applications collected to date by the type of license plate (sequential series, personalized, or personalized exchanges from another specialty plate program).
 - b. The fees collected to date by the type of license plate (sequential series, personalized, or personalized exchanges from another specialty plate program).
 - c. The total number of all applications for its specialized license plates to date.
 - d. The total of all fees collected to date.

4. Upon meeting or exceeding the 7,500 number of pre-paid applications for its specialized license plate, the following will be provided:
- An alphabetical listing of all applications collected in a format or on a form prescribed by the Department of Motor Vehicles as set forth in the California Code of Regulations, Title 13, Section 161.00, subdivisions (f) and (g).
 - Copies of the applications.
 - Fees collected must be submitted to the Department of Motor Vehicles by secure Electronic Fund Transfer (EFT).
- H. The sponsoring state agency acknowledges that the computer programming and testing of the Department of Motor Vehicles' database for its specialized license plate program will not begin until the minimum 7,500 pre-paid applications and fees have been received by the Department of Motor Vehicles. It also acknowledges that the computer programming and testing may take an additional ten to twelve months after the minimum 7,500 pre-paid applications and fees have been received by the Department of Motor Vehicles. Once programming is in place, plate applications will then be keyed. Personalized plate applications will still undergo review to ensure plate configuration does not fail regulations regarding content. Once approved, the plates will be manufactured and issued. This process may add an additional 8-12 weeks processing time.
- I. The sponsoring state agency will defend, indemnify, and hold harmless the Department of Motor Vehicles for all litigation resulting from the promotion or issuance of the specialized license plates for which it is the official state sponsor. The sponsoring state agency also assumes full responsibility and all liability for sponsoring a specialized license plate or its design, logo, and message, including responsibility for defending any litigation resulting from the promotion or issuance of the specialized license plates, or its design, logo, or message, and for paying all costs and attorney fees associated with or arising out of any litigation resulting from the promotion or issuance of the specialized license plates, or its design, logo, or message.
- J. No state agency or its agent or any individual or entity may contribute or subsidize the cost of any plate to meet or maintain the 7,500 threshold.

Printed Name of Authorized Sponsor

Title of Authorized Sponsor

X

Signature of Authorized Sponsor

Date

Also available on the Internet at www.dmv.ca.gov.