

Check List (These tasks are listed in chronological order)

The Registry of Motor Vehicles will assist your group in each stage of the special plate process.

- Determine if you are an eligible entity (you must meet one of the following requirements):
 - You are a nonprofit organization recognized as exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code (IRC).
 - Your group or organization partners with a 501(c)(3) charitable organization. In this case, the RMV requires a copy of the memorandum of understanding executed between the two entities.
- Schedule an initial meeting with the RMV Special Plates Department - (857) 368-8031.
 - The overall special plate process, including roles and responsibilities, will be discussed.
 - You will receive the forms required to start the process, including an application template, a spreadsheet for plate assignment, a W9 form, an EFT Form, and the Commonwealth Terms and Conditions.
- Submit a plate design that follows the Design Specifications outlined on page 2 of this pamphlet for review and approval. Electronic submission should be in a high resolution file format. The design must be approved prior to the collection of plate applications.

The RMV provides the plate design to 3M to create a plate sample for approval by the Registrar. The RMV will reach out to the organization with any concerns. The design shall be approved within 90 days of submission per M.G.L. Chapter 90 § 2F.

- Provide the RMV with a copy of all marketing material for approval.
- Collect the RMV required application and a \$40 special plate fee from 750 applicants. Checks must be made payable to MassDOT.
- Complete the required plate assignment sheet. This should include assignment of plate numbers 1 through 750. However, if a plan is in place to auction the low number plates (1-99), the plate assignment sheet should be submitted with numbers 100-850 assigned.

Once the 750 applications are collected:

- Post a \$100,000 bond to secure issuance of the special plate per M.G.L. Chapter 90 § 2F.
- Submit 750 applications and checks to the RMV. At this point, you must stop accepting applications. Once manufactured, the RMV will make the plates available at RMV Service Centers and online for interested parties.
- Submit a completed W9 form, an Electronic Funds Transfer (EFT) Form, a Commonwealth Terms and Conditions, a Trademark Authorization letter, and a plate assignment spreadsheet to the RMV.

At this point, the RMV will enter the customer information and payment for the 750 applicants into its database and trigger the steps required for plate manufacture. Plates are manufactured at the Massachusetts Correctional Institute – Cedar Junction. A new order takes approximately 10-16 weeks.

The RMV will distribute the first 750 plates to the Service Centers based on the information contained on the applications. Once distributed, a notification will be mailed to each applicant.

The RMV will stock the plates at the Service Centers and post a link to the sponsoring group's website on the RMV's website at www.massrmv.com.

Once the applications are submitted, it takes approximately 6-8 months for the plate to become available for registration purposes.

- Continue to market the plate so that 2,250 more plates are sold within five years. Provide the RMV with a copy of all marketing material for approval. The sponsoring group must sell a total of 3,000 plates within the first five years of the original issue. After this goal is reached, the bond is released.

Special Plate Information, Guidelines, & Specifications



Massachusetts Department of
Transportation
Registry of Motor Vehicles

General Information

This information will assist you and your group in turning your plan for a distinctive license plate into a reality on the road. Below you'll find guidelines on how the special plate process works, specifications for the design of your plate, the financial details of a special plate issuance, and the Registry's role in helping you.

Under Chapter 90 § 2F of the Massachusetts General Laws, eligible charitable organizations and causes can benefit from the issuance of a special plate series.

Prior to starting the process outlined below, you must contact the RMV's Special Plates Department at 857-368-8031 to schedule a meeting.

The sponsoring group is required to collect 750 applications for the special plate before any plates are manufactured. In addition to collecting paper applications, the group must also collect the \$40 special plate fee with each application. All checks must be made payable to MassDOT. The sponsoring group must then remit the 750 applications and the funds collected to the Registry of Motor Vehicles.

Under the law, a group that is sponsoring a distinctive plate must post a \$100,000 bond before manufacture can begin. This is to ensure no financial loss occurs to the Commonwealth if demand is not great enough to overcome initial issuance costs. In lieu of the \$100,000 bond, you can collect 3,000 prepaid applications.

In order for a special plate series to remain active, a total of 3,000 plates must be issued within the first five years. Once 3,000 plates are issued, the Commonwealth will release the \$100,000 bond. Failure to reach this minimum within the five-year time period will result in the total or partial forfeiture of the bond.

The sponsoring group is responsible for assigning the first 750 plates. After 750 plates are issued, the Registry will stock its RMV Service Centers with the special plate.

Of the initial \$40 special plate fee, \$28 is retained by the sponsoring group. The remaining \$12 goes to the Registry of Motor Vehicles to cover the cost of plate manufacture. Customers must pay an additional \$20 swap fee when they put the new plate on their vehicle. If customers are putting the specialty plate on a newly acquired vehicle, fees for registration, tax, and title will also be collected. Registrations are valid for two years. When a plate is renewed, the customer must pay the registration cost, plus the \$40 special plate fee. At renewal, the entire special plate fee goes to the sponsoring group.

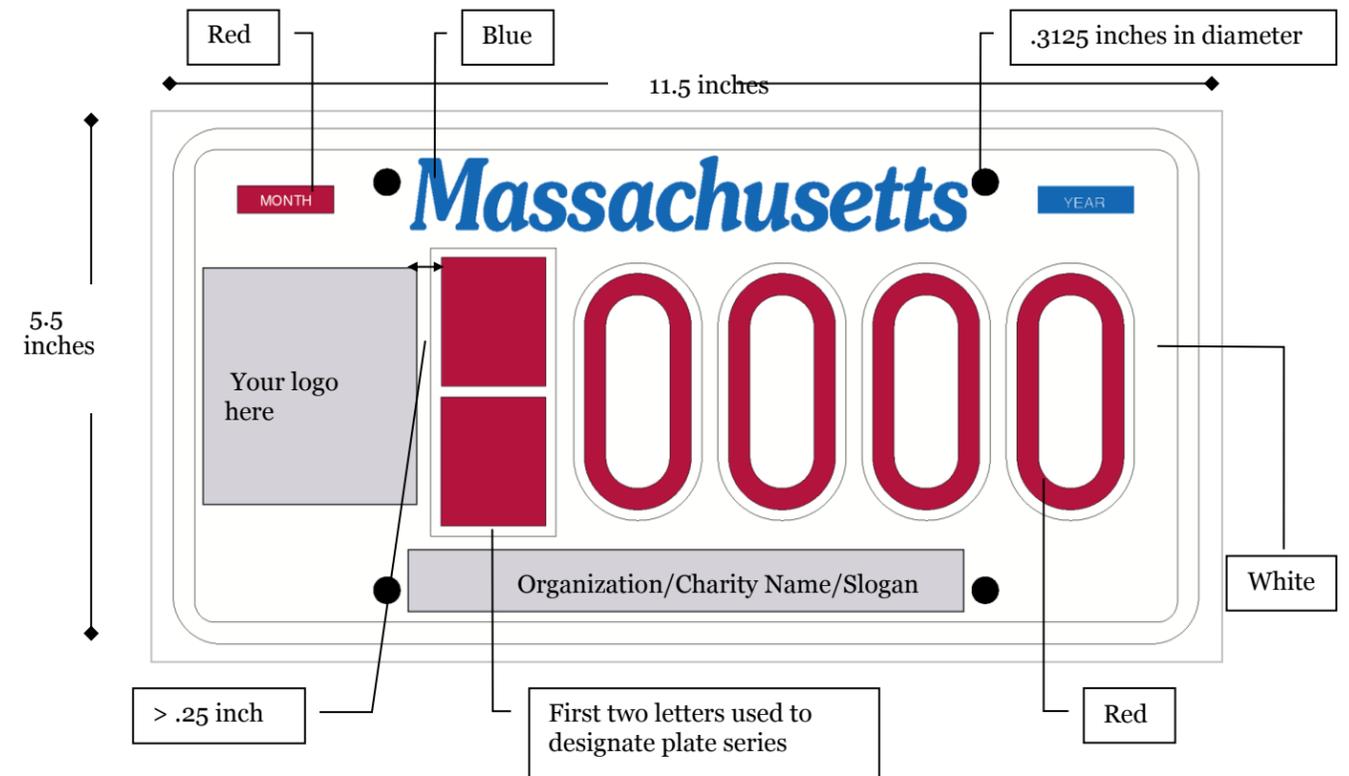
Special plates have up to six characters in the registration number. The first two characters are letters, which are displayed vertically and designate the plate series, e.g. "CI" for the Cape & Islands plate. The Registry of Motor Vehicles will work with the sponsoring group to choose an appropriate two-letter designation. In the initial plate issue, the remaining four characters in the plate are numbers. The sponsoring group may decide to start the issue at any given point, e.g. 1, 100, or 1,000.

Design Specifications

The Registry of Motor Vehicles contracts with 3M to assist in the design and manufacture of license plates. While the plates themselves are made of aluminum, the designs are contained on sheeting that is covered with tiny reflective beads. This sheeting creates several design restrictions that sponsoring groups must take into account when deciding how their plate will look.

- All Massachusetts passenger license plates have a white background, with "Massachusetts" in blue and the registration numbers in red. These colors cannot be changed. (See example on the next page.)
- 3M uses Process Color Printing technology. Pantone color references should be provided for color matching, if necessary.
- 3M's preferred high resolution file formats in order of preference are: eps, ai, pdf, & psd.
- All digital images (photos, scans, etc.), must be at least 300 DPI at actual size. All fonts must be provided with artwork, or outlined within artwork.
- Design elements that are dark in color must be at least ¼ inch away from the registration number on the plate.
- When it comes to the design of license plates, **simple is better!**

Example (not actual size)



Financial Information

The sponsoring group must provide the Registry of Motor Vehicles with a \$100,000 bond as required by M.G.L. Chapter 90 § 2F. The Registry will retain custody of the bond for five years from the issue of the first special plate for that organization or until the issuance of the plate series reaches a quantity of 3,000. If within the initial five-year period less than 3,000 plates have been issued, the Registry will discontinue further issuance and retain a portion of the bond necessary to cover the costs associated with the special plate.

The Registry will transfer the proceeds from the special plate fee to the sponsoring group or the designated legal charitable organization via electronic funds transfer (EFT). In order to be registered in the state accounting system, the sponsoring group, or its charity, must complete three legal/financial forms: 1.) The Commonwealth Terms and Conditions, 2.) An EFT Form, and 3.) A W-9. These forms, which must be submitted by the group sponsoring the special plate prior to the issuance of the plate series, will be provided at the initial meeting with the RMV. The proceeds from the sale of the special plate of that organization, less a \$12 one-time RMV production charge, will be transferred to the sponsoring group, or the charitable organization they designate, on a monthly basis. The amount transferred will be determined by the number of plates registered during the previous month. For example, in November, \$28 per plate registered in October will be transferred. The special plate fee recipient will receive the entire special plate fee when the plate is renewed.