

The Registry of Motor Vehicles' Role

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

- The RMV provides the sponsoring groups with a form they must use for the initial 1,500 applicants. (See sample enclosed.)
- The RMV will put a link to the sponsoring group's Web site on the RMV's own site, www.massrmv.com. This will happen after the sponsoring group has secured the \$100,000 bond and has a plate design approved by the Registrar of Motor Vehicles.
- The RMV must approve any marketing material used to promote a special plate series.
- Most importantly, the RMV oversees the manufacture of the plates. Below is a list of the steps involved in making a plate:
 1. The request for a design is submitted to the RMV and 3M (in preferred format), along with any CDs, paper prints, artwork, sample layouts, copies, and logos.
 2. The 3M design team creates an electronic file of the proposed design in approximately 2 weeks.
 3. Once the electronic file has been approved, sample plates are created in approximately 2-3 weeks.
 4. Once the plate sample is approved, the RMV places an order for license plate sheeting. A new order takes approximately 10-12 weeks.
- Plates are manufactured at the Massachusetts Correctional Institute – Cedar Junction.

Check List (These tasks are listed in chronological order)

- Align your group with an eligible charitable organization under M.G.L. Ch. 90 § 2F. The RMV requires a memorandum of understanding from each group.
- Meet with the RMV.
- Post the \$100,000 bond (in lieu of the bond, you can collect 3,000 prepaid applications).
- Work with the RMV and 3M to design plate and receive approval from the Registrar.
- Collect applications and the \$40 special plate fees from 1,500 customers. Checks must be made payable to MassDOT.
- Submit the applications and funds to the RMV.
- The RMV will manufacture the plates.
- The RMV will work with you to distribute the first 1,500 plates based on the information contained on the applications.
- The RMV stocks its branches with additional plates.
- Your group continues to market the plate so that 1,500 more plates are sold within two years. (RMV retains right to review marketing material.)
- The sponsoring group must sell a total of 3,000 plates within the first two years of the original issue. After this goal is reached, the bond is released.

Special Plate Information, Guidelines, & Specifications



The Commonwealth of Massachusetts
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 issue, 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 issue of a special plate series. Groups that wish to sponsor a special plate need to partner with eligible charitable organizations or support one of the causes set forth in the law.

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 1,500 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 1,500 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 two years. Once 3,000 plates are issued, the Commonwealth will release the \$100,000 bond. Failure to reach this minimum within the two-year time period will result in the total or partial forfeiture of the bond.

The sponsoring group is responsible for the distribution of the first 1,500 plates, though the Registry of Motor Vehicles will work with the group on a distribution plan. After 1,500 plates are issued, the Registry will stock its branches 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.

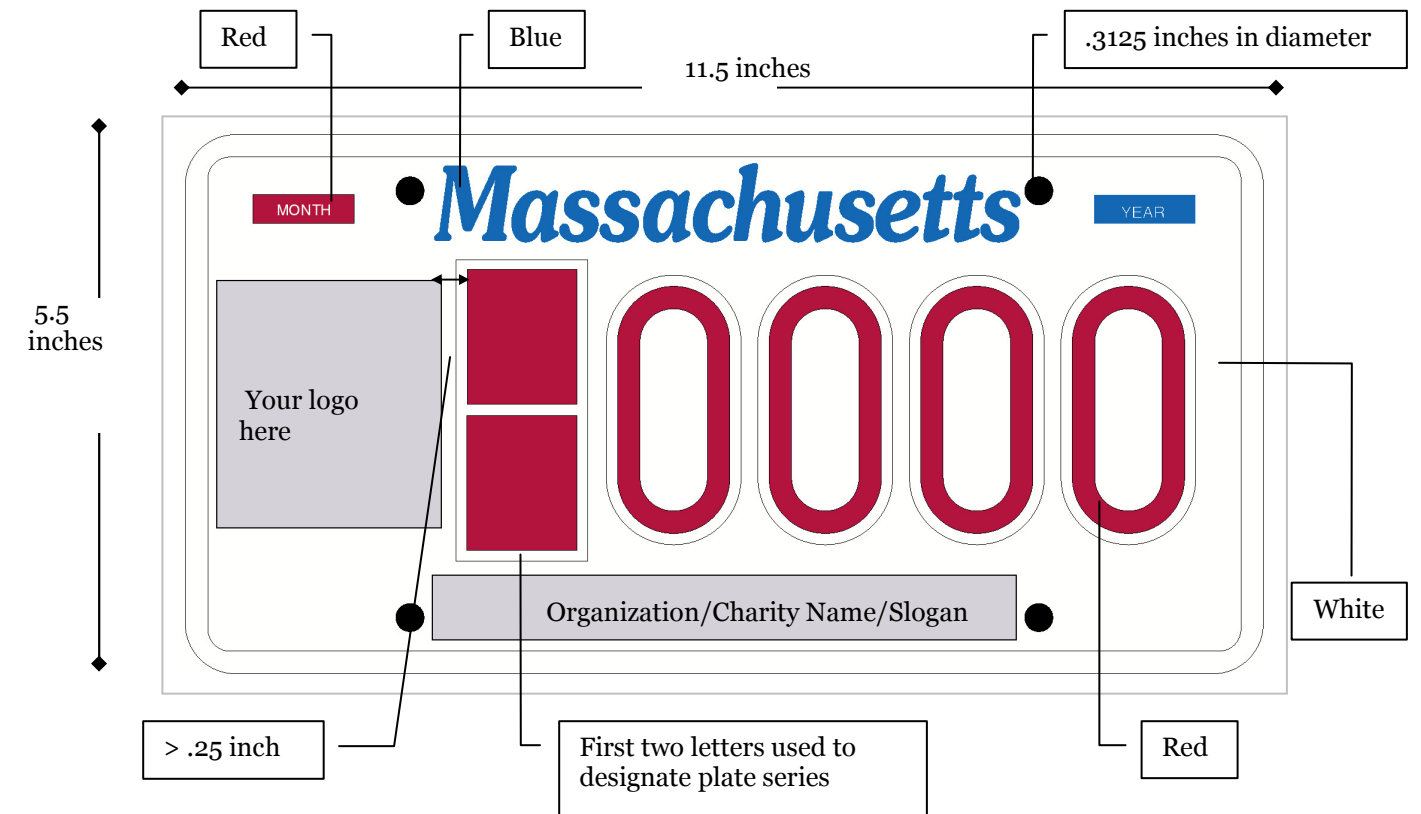
Design Specifications

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 a 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 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 1/4 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 two 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 two-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 two legal/financial forms: 1.) The Commonwealth Terms and Conditions and 2.) The W-9. These forms, which must be submitted by the group sponsoring the special plate prior to the issuance of the plate series, may be obtained from the Finance Department of the Registry at any time. 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.