



526930

606-02330B-10

Proposed Committee Substitute by the Committee on Transportation  
and Economic Development Appropriations

A bill to be entitled

An act relating to corporate license plates; creating  
s. 320.08052, F.S.; authorizing the Department of  
Highway Safety and Motor Vehicles to create the  
Corporate License Plate Program and enter into certain  
agreements with certain entities; requiring that  
corporate license plates meet specified criteria and  
that certain aspects of such license plates be  
approved by the department; authorizing vehicle owners  
to apply for such license plates; requiring that  
specified minimum fees be paid by applicants and  
corporate sponsors for such applications; requiring  
that the department, upon approval of an application,  
issue the appropriate corporate plate to the vehicle  
owner along with a registration and decal valid for a  
specified period; providing for the distribution of  
fees collected; authorizing corporate sponsors to  
participate in the program by submitting a specified  
minimum initial application fee; requiring that a  
corporate sponsor meet specified eligibility  
requirements; requiring that the department adopt  
rules; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Section 320.08052, Florida Statutes, is created  
to read:



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28           320.08052 Corporate license plates.-

29           (1) The department is authorized to create a Corporate  
30 License Plate Program. The department may enter into agreements  
31 with any business entity, advertising firm, or for-profit  
32 business that provides the department the required legal  
33 documentation to use corporate logos on Florida license plates.

34           (2) The design of corporate license plates must be approved  
35 by the department and must have the word "Florida" at the top.  
36 Corporate license plates may be personalized as provided in s.  
37 320.0805 but must be approved by the corporate sponsor and the  
38 department before issuance.

39           (3) A vehicle owner may apply for a corporate license plate  
40 for any motor vehicle registered in the owner's name weighing  
41 7,999 pounds or less and also registered as a private-use  
42 vehicle. Each application must be accompanied by an application  
43 fee of no more than \$25. The application by any vehicle owner  
44 for a corporate license plate shall, upon acceptance, authorize  
45 the department to provide the applicant's name and address to  
46 the corporate sponsor in compliance with s. 119.0712(2). Upon  
47 approval of the application, the corporate sponsor shall  
48 immediately remit to the department a fee of no less than \$200.  
49 The department shall issue the appropriate corporate plate to  
50 the vehicle owner, along with a registration and decal, and the  
51 registration is valid for one registration period, which may not  
52 exceed 15 months. All applicable registration fees authorized by  
53 this chapter shall be distributed as provided in this chapter  
54 from the proceeds of the fees paid pursuant to this subsection.  
55 Excess revenues remaining after the distribution of all required  
56 fees shall be deposited into the Highway Safety Operating Trust



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57 Fund to fund the general operations of the department.

58 (4) Corporate sponsors may participate in the program by  
59 submitting an initial application fee to the department of at  
60 least \$5,000 for the purchase of initial inventory. To be  
61 eligible to participate in the program, a corporate sponsor must  
62 provide evidence of the ability to pay \$200 per vehicle owner  
63 for a minimum of 1,000 vehicle owners.

64 (5) The department shall adopt rules to administer this  
65 section.

66 Section 2. This act shall take effect July 1, 2010.