

By the Committee on Transportation and Economic Development
Appropriations; and Senator Fasano

606-03282-10

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1 A bill to be entitled
2 An act relating to corporate license plates; creating
3 s. 320.08052, F.S.; authorizing the Department of
4 Highway Safety and Motor Vehicles to create the
5 Corporate License Plate Program and enter into certain
6 agreements with certain entities; requiring that
7 corporate license plates meet specified criteria and
8 that certain aspects of such license plates be
9 approved by the department; authorizing vehicle owners
10 to apply for such license plates; requiring that
11 specified minimum fees be paid by applicants and
12 corporate sponsors for such applications; requiring
13 that the department, upon approval of an application,
14 issue the appropriate corporate plate to the vehicle
15 owner along with a registration and decal valid for a
16 specified period; providing for the distribution of
17 fees collected; authorizing corporate sponsors to
18 participate in the program by submitting a specified
19 minimum initial application fee; requiring that a
20 corporate sponsor meet specified eligibility
21 requirements; requiring that the department adopt
22 rules; providing an effective date.

23
24 Be It Enacted by the Legislature of the State of Florida:

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

28 320.08052 Corporate license plates.—

29 (1) The department is authorized to create a Corporate

606-03282-10

20101442c1

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
57 Fund to fund the general operations of the department.

58 (4) Corporate sponsors may participate in the program by

606-03282-10

20101442c1

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.