

By Senator Fasano

11-00785A-11

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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 a
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 owners of
10 specified vehicles to apply for such license plates;
11 requiring that specified minimum fees be paid by
12 applicants and corporate sponsors for such
13 applications; requiring that the department, upon
14 approval of an application, issue the appropriate
15 corporate plate to the vehicle owner, along with a
16 registration and decal valid for a specified period;
17 providing for the distribution of fees collected;
18 authorizing corporate sponsors to participate in the
19 program by submitting a specified minimum initial
20 application fee; requiring that a corporate sponsor
21 meet specified eligibility requirements; requiring
22 that the department adopt rules; providing an
23 effective date.

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

25
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

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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 a corporate logo on a Florida license
34 plate.

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

40 (3) A vehicle owner may apply for a corporate license plate
41 for any motor vehicle registered in the owner's name weighing
42 7,999 pounds or less and registered as a vehicle for private
43 use. Each application must be accompanied by an application fee
44 of 50 percent of the current fee for that vehicle. The
45 application by any vehicle owner for a corporate license plate
46 authorizes the department, upon acceptance, to provide the
47 applicant's name and address to the corporate sponsor in
48 compliance with s. 119.0712(2). Upon approval of the
49 application, the corporate sponsor shall immediately remit to
50 the department a fee of not less than \$75. The department shall
51 issue the appropriate corporate plate to the vehicle owner,
52 along with a registration and decal, and the registration is
53 valid for one registration period, which may not exceed 15
54 months. The proceeds of the fees paid pursuant to this
55 subsection shall be distributed as provided in this chapter.
56 Excess revenues remaining after the distribution of all required
57 fees shall be deposited into the Highway Safety Operating Trust
58 Fund to fund the general operations of the department.

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59 (4) A corporate sponsor may participate in the program by
60 submitting an initial application fee to the department of at
61 least \$5,000 for the purchase of the initial inventory. In order
62 to participate in the program, a corporate sponsor must provide
63 evidence of the ability to pay \$75 per vehicle owner for a
64 minimum of 5,000 vehicle owners.

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

67 Section 2. This act shall take effect October 1, 2011.