



South Carolina Department of Motor Vehicles Department Policy

Policy RG-504

TITLE: Specialized Plates for Organizations

SECTION OF LAW: SC Code of Law §56-3-8000, 56-3-8100, 56-3-630, all statutes authorizing production of specific plates

LEGAL AUTHORITY: N/A

PROCESS REFERENCE: N/A

EFFECTIVE DATE: June 11, 2007

REPLACES POLICY DATED:
February 5, 2007

RELATED POLICIES: N/A

POLICY SUMMARY

DESCRIPTION:

To establish guidelines for the application for, approval, production and distribution of special plates issued for non-profit organizations seeking a special plate under SC Code of Law §56-3-8000 or for special plates issued pursuant to specific enabling legislation. Non-profit organizations are classified as 501(c)(3) (Charitable Organizations), 501(c)(7): (Social Clubs) and 501(c)(8) (Fraternal Organizations) by the Federal Internal Revenue Service.

APPLIES TO: All applications for special plates by applicable non-profit organizations submitted to the Department under S.C. Code of law §56-3-8000 on or after September 7, 2006, effective date of law. Also applies to all special plates authorized through specific legislation for which the Department receives application on or after this policy.

EXCEPTIONS: Applications for special plates by applicable non-profit organizations submitted to the Department before September 7, 2006 or for other special plates issued prior to the date of this policy.

AFFECTED PARTIES:

Organizations applying for special plates under provisions of SC Code of Law §56-3-8000 or as a result of specific legislation authorizing the production of a specialized organizational plate.

PROCESSING OFFICES:

| | |
|------------------------------|--|
| Application and Approval: | Vehicle Services Division, Director's Office |
| Production and Distribution: | Support Services Division |
| Issuance: | All Field Offices and HQ Mail-in Registration Units. |

ATTACHMENTS: RG-504a, RG-504b, RG-504c, RG504d, RG504e, Application Receipt Letter, Department Review Letter

APPLICABLE FEES: Regular plate fee, plus additional fee requested by the organization or as established by law.

CONTACT/TELEPHONE:

Tisha Dickerson
Special Plate Review Officer
803-896-9863

APPROVED BY:

DMV Executive Director

Date Signed: _____



South Carolina Department of Motor Vehicles Department Policy

POLICY SUMMARY (Continued)

REQUIRED ACTION:

All organizations requesting special plates must follow this policy.

Organizations requesting information should be given this policy.

Managers are required to have every employee and new hire read and sign form PPA-1, "Policy Acknowledgement." The original will be forwarded to the Office of Human Resources for filing. Supervisors/managers should retain a copy for his/her files.



**SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS**

CHANGE HISTORY

| Date | Version | Page Number | Description |
|-------------|----------------|--------------------|---|
| 6/11/07 | 2.0 | All | Revised Policy: <ul style="list-style-type: none">• Includes provisions for special plates requested by any organization, not just non-profit organizations• Clarifies sponsoring organization's requirements• Allows for designation of agent for sponsoring organization• Establishes Plate Review Panel, its responsibilities and members• Revises final approval process to include sign-off by Chief of Staff, Highway Patrol and Director• Clarifies plate specifications• Added attachments and forms• Deleted Appendix A |
| 2/5/07 | NEW | ALL | Establishes guidelines for the application for, approval, production and distribution of special plates issued for Non-Profit organizations specified in §56-3-8000. Replaces <u>PM 07-404</u> and <u>PM 00-407</u> |



**SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS**

INDEX

| Section | Description | Page Number |
|----------------|---|--------------------|
| I | Definitions | 5 |
| II | Purpose/Background | 5 |
| III | Guidelines | 6 – 11 |
| | A. First Time Application for Design Approval | 6 |
| | B. Design Review Process | 7 |
| | C. Approval Options | 9 |
| | D. Appeal Process | 10 |
| | E. Production, Distribution and Issuance of Approved Plates | 10 |
| | F. Fees | 10 |
| | G. Re-application for New Design | 11 |
| | Attachment I – Form RG-504a - Application for Approval of Specialty Plate for Non-Profit Organization | 12 - 13 |
| | Attachment 2 - Form RG-504b - Specialty Plate for Non-Profit Organization Review Disposition | 14 |
| | Attachment 3 – Form RG-504c – Reserved Application for Special License Plate | 15 |
| | Attachment 4 – Form RG-504d – Plate Review Acknowledgement | 16 |
| | Attachment 5 – Form RG-504e – Sponsoring Organization Agent Authorization | 17 |
| | Attachment 6 – Sample Application Receipt Letter | 18 |
| | Attachment 7 – Sample Department Review Letter | 19 |



**SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS**

SECTION I: DEFINITIONS

Applicable non-profit organization: Non-profit organization currently classified as a 501(c)(3), 501(c)(7), or 501(c)(8) organization under Federal Internal Revenue Code guidelines as evidenced by documentation from the Internal Revenue Service (IRS).

501(c)(3): Tax exempt status granted under Federal Internal Revenue Code to organizations commonly referred to as charitable organizations.

501(c)(7): Tax exempt status granted under Federal Internal Revenue Code to social clubs organized for pleasure, recreation, and other similar non-profitable purposes and substantially all of their activities must be for these purposes.

501(c)(8): Tax exempt status granted under Federal Internal Revenue Code to Fraternal Organizations.

Plate Prefix: Letter combination at beginning of plate text distinguishing a unique specialty plate class from another.

Plate Text: Sequence of letters and numbers uniquely identifying each license plate.

Private passenger motor vehicle or private passenger-carrying motor vehicle: As defined in §56-3-630, every motor vehicle which is designed, used, and maintained for the transportation of ten or fewer persons and trucks having an empty weight of nine thousand pounds or less and a gross weight of eleven thousand pounds or less, except a motorcycle, three-wheel vehicle, or motor-driven cycle.

Sponsoring Organization: Organization sponsoring the plate production. Applications must be submitted in the sponsoring organization's name. For non-profit organizations, the sponsoring organization must provide proof from the IRS that it has held and maintained its non-profit status for at least five years prior to the application date.

Sponsoring Organization Agent: A sponsoring organization can designate one agent or agent organization that is authorized to act on the organization's behalf and to serve as intermediary between the sponsoring organization and the Department. The sponsoring organization can also designate that the Department distribute proceeds of the plate to the agent. An example would be a national organization that designates a SC chapter of the organization as its agent.

SECTION II: PURPOSE/BACKGROUND

S.C. Code of Laws §56-3-8000 prescribes the process for application for and issuance of special motor vehicle license plates requested by applicable non-profit organizations. S.C. Code of Laws §56-3-8100 and specific sections of the Code authorizing the production of individual specialty plates prescribe the process for other organizations seeking specialty plates.

This policy sets forth the requirements for: making application for a specialized plate by an applicable non-profit organization or any other organization authorized by specific statute; approval of the plate design by the Department; appeal of the Department's design decisions, where applicable; production and distribution of the plate; persons eligible to purchase the plate; and distribution of the funds collected from the sale of the plates.

Organizations applying for approval of a specialized plate must meet all application requirements established in this policy before the Department will consider the proposed license plate design.

This policy applies to non-profit organization plates that meet the requirements under this policy as well as specialty plates requested by any other organization or for any other purpose authorized by law.

Requested plates may have imprinted on the plate the emblem, a seal, or other symbol of applicable organizations that the Department considers appropriate. It is the intent of the Department to ensure that all designs submitted for



**SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS**

consideration are not offensive and meet community standards of propriety. Designs displayed on state license plates are approved by the State for display to all audiences on the public highways and are the sole responsibility of the State. While the Department can be flexible in considering a range of potential specialty license plates, the public must also be protected from state action that might be construed as using taxpayer-generated funding to create messages or impressions that are not appropriate for a governmental entity.

This policy is also intended to protect the Department, as a public entity acting on behalf of all the citizens, from allegations that it improperly sponsored partisan messages, divisive positions, or inappropriate language or designs. To that end the Department will employ criteria published in this policy during its design review process.

SECTION III: GUIDELINES

A. Application for Design Approval

1. All Applications for organization plates

In order to request approval for a specialty plate governed under this policy, the sponsoring organization must provide the following to the Department's Special Plate Review Officer:

- a. A request for consideration on the sponsoring organization's letterhead.
- b. An Application for Approval of Organizational Specialty Plate, Form RG-504a (Attachment 1), completed in the name of the sponsoring organization, along with an authorized contact within the sponsoring organization.
- c. Sponsoring organizations may designate an individual or organization to act as an agent on behalf of the sponsoring organization. Organizations assigning an agent individual or organization must complete form RG-504d (Attachment 5) to authorize the Department's dealings with the agent.
- d. Written authorization for the use of any copyrighted or registered logo, trademark, or design to be used on the plate.
- e. License plate artwork for the design of the plate on CD/diskette in specified graphic format, and one (1) color hard copy of the artwork. Artwork for plate design must meet all specifications set forth in Section III.B.2. below.
- f. A marketing plan that includes target audience, media to be used, and text of media messages.
- g. A requested plate prefix, if a special prefix is desired. Note that not all plate prefixes are available.
- h. Non-profit organizations applying for a special plate under §56-3-8000 and other organizations applying for a special plate under §56-3-8100 are authorized to assess a special plate fee in addition to the regular plate fee, if the special plate fee has not otherwise been set by law.
 - Application for Approval of Organizational Specialty Plate, Form RG-504a, must include the amount of the fee to be charged for the plate, above and beyond the normal registration fee, and how the fee will be used or distributed.
 - Organizations will receive the proceeds from this special plate fee; however, organizations should be aware that a portion of this additional fee will be retained by the Department to defray the expenses of producing and administering special license plates.
 - The Department will disburse funds collected from the special fee directly to the sponsoring organization or its designated agent. It is the sponsoring organization's or agent's responsibility to distribute the disbursed funds to any other entities.

2. Additional Requirements for Non-Profit Specialty Plates under §56-3-8000

- a. Non-profit organizations must also submit:
 - Documentation from the Internal Revenue Service showing that the organization currently has a 501(c)(3), 501(c)(7), or 501(c)(8) tax exempt status.
 - Documentation in the form of prior tax returns or other documentation from the Internal Revenue Service showing that the sponsoring organization has maintained the same tax-exempt status for at least five years prior to the date of application.
 - Because only the sponsoring organization can make application for a plate design, the sponsoring organization must provide proof of its non-profit status.



SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS

The Department will return incomplete applications to the sponsoring organization's contact individual, detailing additional items required before the Department will consider the application. (Attachment 6 – Application Receipt Letter).

B. Design Review Process

1. Special Plate Review Panel

- a. The Director will appoint a Plate Review Panel.
- b. The Plate Review Panel is charged with the following functions:
 - Receive and review all applications from organizations for special plate designs;
 - Handle all correspondence with organizations requesting a special plate;
 - Review all designs for new plate series issued by the Department;
 - Review revised designs of existing plate series;
 - Assign plate classes and number series for all Department-issued plates;
 - Establish fee collection and distribution structure for all plates;
 - Make recommendations to Chief of Staff and Director on approval, conditional approval, or rejection of all plate designs, including organizational plates;
 - Set plate replacement cycles.
- c. The Panel will be composed of the following members:
 - Deputy Director, Vehicle Services – Panel chair- facilitate all meetings and meet with Chief of Staff and Director as necessary to discuss Panel recommendations;
 - Deputy Director, Support Services – legislative liaison – serve as communications conduit with legislature and ensure Department meets all legislative requirements relative to plate issuance;
 - Special Plate Review Officer (SPRO)– member of Vehicle Services staff - receive and review special organizational plate applications for completeness, maintain all application files and manage correspondence with the requesting agencies; oversee internal and external communications for approved plates;
 - Titles and Registration Manager – provide subject matter expertise;
 - Finance Director – provide guidance on fee collection and distribution issues;
 - Inventory Officer - oversee manufacture and distribution of plates upon approval of plate design; maintain communications with Committee and SPRO regarding manufacturing and distribution schedule;
 - Information Technology (IT) Specialist – provide input on system impacts of new plate series, ensure that IT systems are ready prior to release of plate for distribution;
 - Project Manager – ensure that requirements for new plate series are communicated with external vendors charged with plate production;
 - General Counsel Representative – provide legal guidance to committee.

2. General Requirements for Organizational Plates

Once the sponsoring organization provides all required application items, the Special Plate Review Officer will convene the Plate Review Panel, and prepare materials for the Panel's review. The Panel will review the plate design to determine whether the design will be approved, conditionally approved with modifications or rejected.

a. Plate Specifications

- Organizational plate designs may include only an emblem, a seal, logo, or other symbol representative of the sponsoring organization that the Department deems appropriate.
- Plate designs may not include slogans, names or other text, except if such text appears within the sponsoring organization's emblem, seal, logo, or other representative symbol.
- The organization's emblem, seal, logo, or other representative symbol must be confined to the area specified on the plate design template provided by the Department.



SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS

- In order to maintain consistency among special plates and to facilitate law enforcement "South Carolina" must be located below the plate numbers as part of the plate design as it appears on the plate template provided by the Department.
- License plate designs cannot contain a reference to a private or public college or university in this State or use symbols, designs, or logos of these institutions without the institution's written authorization, which must be supplied at time of application.
- If the design uses any copyrighted or registered logo, trademark, or design, the organization must submit written authorization from the owner of the copyrighted or registered logo, trademark or design.
- Designs can use no more than five colors (including black). The background and plate number must contrast sufficiently so that law enforcement can easily read the plate.
- Designs should follow guidelines detailed in the License Plate Design Specifications document provided by the Department.
- Once the Department has given preliminary approval of a design, the Department will manufacture sample plates of the approved design. Final approval of any plate design is contingent on the legibility, readability and reflectiveness of the design as determined by the plate manufacturer and State Highway Patrol.

b. Sponsoring Organizations

- For those organizations that might have multiple chapters or sub-units throughout the state, a state-level parent organization must submit the application as the sponsoring organization on behalf of the organization as a whole.
- If the sponsoring organization is authorized by law to receive fund from the special plate fee, all eligible funds collected from the special plate fee will be distributed to the sponsoring organization or its designated agent only. The sponsoring organization or agent will disburse the funds to its chapters or other entities as detailed on the application form. The sponsoring organization must prove its non-profit status to be eligible for receiving funds from a special assessed fee.
- The Department reserves the right to reject applications from individual chapter or branch organizations that are part of a statewide organization.

3. Design Criteria

It is the intent of the Department to ensure that all designs submitted for consideration are not offensive and meet community standards of propriety. The Department can choose to reject the production of any plate based on any of the following characteristics of the plate:

- a. Does not promote positive image for the state
- b. Low projected sales, lack of statewide appeal
- c. Controversial, low sales, or litigation in other states
- d. Production considered not to be cost beneficial to the state
- e. Partisan or misrepresentative of the sponsoring organization or another organization
- f. Potentially offensive, controversial, or inappropriate to the public
- g. Similar plate/design already exists
- h. Proliferation of specialty plates, workloads and costs to the state
- i. Advertises commercial logos or symbols
- j. Use of proceeds from plate sales considered controversial or in violation of statute/constitution
- k. Sexual or vulgar connotation
- l. Derogatory reference to an individual or group
- m. Implication extolling alcohol, drugs or other illegal activities or substances
- n. Misrepresentation of organization as law enforcement or other government entity
- o. Use of copyrighted emblem, seal, symbol, logo or registered trademark without written authorization from the owner
- p. Design interferes with legibility or readability of plate number



**SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS**

C. Approval Options

Based on the criteria, the Plate Review Panel will recommend on the Plate Review Disposition Form RG-504b (Attachment 2) one of the following options:

1. **Approval** – Recommend approval of the design
 - a. Department will have two sample plates produced to be forwarded to Highway Patrol.
 - b. After approval by Highway Patrol, Panel will submit recommendation for approval to Chief of Staff.
 - c. Chief of Staff will review recommendations and offer comments, if necessary. The Chief of Staff can return the application to the Review Panel for reconsideration or recommend approval to the Director.
 - d. The Director will review recommendations and offer comments, if necessary. The Director can return the application to the Review Panel for reconsideration or approve the plate design.
 - e. Once the design is approved by the Director, the Special Plate Review Officer will notify the sponsoring organization's contact person. (Attachment 7 – Department Review Letter).
 - f. The sponsoring organization must return to the Department the Plate Review Acknowledgement Form RG-504d (Attachment 4), indicating the organization's desire to proceed with production.
 - g. The sponsoring organization must submit with the letter either a check for \$4000 or 400 pre-paid applications for the plate.
 - h. Organizations may elect to reserve the first one hundred (100) plates in the new series for authorized customers. The organization should indicate on the Form RG-504d if it chooses to elect this option.
 - i. Once plates have been produced, the organization and each person authorized to receive one of the first 100 plates must complete Form RG-504c Reserved Application for Special Plate and submit this form with the special plate application in order to obtain the specialty plate.
 - j. The Department will obtain specifications and costs for plate production and inform the organization regarding the manufacturing timetable.
2. **Conditional Approval** - Review Panel suggests modifications to the plate design that would meet Departmental approval.
 - a. The Review Panel will submit suggested modifications for approval to the Chief of Staff, who can either approve the modification or return to the Review Panel for reconsideration.
 - b. If approved by the Chief of Staff, the recommendation is forwarded to the Director for approval. The Director can approve the modification or return to the Review Panel for reconsideration.
 - c. If the Director approves the modified design, the Special Plate Review Officer will notify the sponsoring organization's contact person. (Attachment 7 – Department Review Letter).
 - d. The sponsoring organization has the option of modifying and resubmitting the design as suggested by the Department, or appealing the Department's decision. Alternate modifications will not be considered by the Department.
 - e. Non-profit organizations can appeal the Department's decision. If the sponsoring organization chooses to appeal, it should indicate that decision on Plate Review Acknowledgement Form RG-504d (Attachment 4), and follow the appeal process below.
 - f. If the sponsoring organization chooses to accept the modified design, the process follows steps f. through k. above under "Approval".
3. **Rejection** -Review Panel rejects the design.
 - a. The Review Panel will recommend rejection to the Chief of Staff, who can either concur with the rejection or return to the Review Panel for reconsideration.
 - b. If the Chief of Staff concurs, recommendation for rejection is forwarded to the Director. The Director can concur with the rejection or return the recommendation to the Review Panel for reconsideration.
 - c. If the Director accepts the Panel's recommendation, the Special Plate Review Officer will notify the sponsoring organization's contact person and the reason the plate design was rejected (Attachment 7 – Department Review Letter).
 - d. If the Department rejects the design, the sponsoring organization can submit a new design.
 - e. Non-profit organizations can appeal the Department's decision.



**SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS**

-
- f. The sponsoring organization should indicate its decision on the Plate Review Acknowledgement Form RG-504d (Attachment 4). If the non-profit organization chooses to appeal the Department's decision, it should follow the appeal process below.

D. Appeal Process

1. If the Department alters, modifies, or refuses to produce a special license plate, non-profit organizations applying for the license plate may appeal the Department's decision to a special joint legislative committee.
2. If the Department offers conditional approval for or rejects the plate design, the Department will inform the non-profit organization in writing of its right to appeal.
3. Appeals should be directed to the legislative review committee established under S.C. Code of Laws §56-3-8000.
4. The organization's representatives are responsible for initiating the appeal with the legislative review committee.
5. Upon request from the legislative review committee, the Department will provide the committee with the Department's review files.

E. Production, Distribution and Issuance of Approved Plates

1. The Department will initially produce the number of plates for which pre-paid applications have been submitted. If the organization has paid a flat four thousand dollar fee in lieu of the pre-paid applications, the Department will produce an initial run of 300 plates for distribution in field offices through-out the state.
2. Only owners of private passenger motor vehicles as described in S.C. Code of Law §56-3-630 may apply for and obtain a specialty plate designed under this policy.
3. The special license plate must be issued or revalidated for a biennial period which expires 24 months from the month it is issued.
4. The biennial fee for this special license plate is the regular fee set forth in Article 5, Chapter 3 of Title 56, plus any additional fee authorized by legislation. Organizations seeking issuance of the plate under S.C. Code of Law §56-3-8000 or 56-3-8100 can request a special fee be added to the regular registration fee. The organization will receive this special fee, less department costs.
5. If the Department receives fewer than 300 biennial applications and renewals for a particular plate, it shall not produce additional plates in that series. The department shall continue to issue plates of that series until the existing inventory is exhausted.

F. Fees

1. Special Plate Fees
 - a. Organizations requesting plates S.C. Code of Law §56-3-8000 or 56-3-8100 can determine the special plate fee for a particular plate. When making application for design approval, a sponsoring organization must specify the additional fee that is to be charged for the specialty plate, above the normal registration fee. Organizations must also specify how it will use the proceeds from the special plate fee.
 - b. The initial additional fee amount requested by the organization may be changed only every five years after the first year the plate is issued.
2. Application Fees
 - a. Once the Department has approved the plate design, the sponsoring organization must submit either 400 or more prepaid applications for the special license plate or \$4000 before the Department will begin the plate manufacture process.
 - Lump-sum Application fee
 - If the organization seeking issuance of the plate submits \$4000, the Comptroller General shall place that money into a restricted account to be used by the Department to defray the initial cost of producing the special license plate. This fee is will not be refunded to the organization.
 - Pre-paid Applications



SOUTH CAROLINA DEPARTMENT OF MOTOR VEHICLES
POLICY RG-504
SPECIALIZED PLATES FOR ORGANIZATIONS

-
- Pre-paid applications must include the special plate fee as specified by the organization or as established by law. After the plate is produced, individuals submitting pre-paid applications must also pay the required biennial registration fee set forth in Article 5, Chapter 3 of Title 56.
 - Once the design has been approved, the Department will inform the organization of the production cost of the plate once that cost has been established.
 - Once the plate is distributed for general issuance, This cost will be deducted from the special plate fee before funds are distributed to the organization. the Department will retain from each plate sale the normal registration fee for statutory distribution and will also retain a portion of the additional special license fee intended to cover the Department's cost of production. The Department will disburse the remaining fees to the sponsoring organization in the month after the fees have been collected.

G. Re-application for New Design

1. Organizations with special plates cannot request a new design until five years have elapsed from initial production.
2. Before any organization with a special plate can request a new plate design, the Department must have sold at least three hundred plates of the initial design.
3. The Department will periodically reissue each plate. The Department reserves the right to refuse to reissue any plate series that has not sold at least three hundred plates since the last issue. The Department will notify organizations in writing of its decision not to reissue low sales volume plates.
4. All organizations applying for a re-design of an existing plate must meet all requirements detailed in this policy.
5. If an organization obtained approval for a plate design prior to September 7, 2006 and wishes to receive proceeds from a special plate as provided for in S.C. Code of Law §56-3-8000 or 56-3-8100, then that organization must re-submit its design, and must meet all requirements detailed in this policy..



South Carolina Department of Motor Vehicles
Application for Approval of Organizational Specialty Plate

RG-504a
 (rev. 05/07)
 p. 1

Thank you for your request for a new Organization Specialty License Plate. Application for a Specialty Plate must be made by one sponsoring organization. SC Code of Law, Section 56-3-8000 requires that a sponsoring organization applying for approval of a specialty license plate as a non-profit organization must be certified as a 501(c)(3), 501(c)(7), or 501(c)(8) organization by the Federal Internal Revenue Service. The organization must have maintained that certification continuously for at least five years prior to the date on this application. All organizations making application must also meet the guidelines detailed on page 2 of this application.

Part I Organization Information

| | | |
|--|--|---|
| Name of Organization | | TAX ID number |
| Mission of Organization | | |
| Number of Organization Members in SC | Estimated number of Plates To Be Sold First Year | Organization Website Address |
| Has plate been proposed in other state(s)? Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes, in which state(s) has the plate been proposed? | | |
| What is the annual sales volume of this plate nationwide? | | In which states is the plate currently being sold? |
| Why would South Carolinians want to purchase this plate? | | |
| Suggested additional fee to be charged for plate (in addition to regular plate registration fee) | | For what purpose will the funds earned from these fees be used? |
| Can this plate be purchased by the general public? Yes <input type="checkbox"/> No <input type="checkbox"/> | | |
| If no, Please list documentation that must be provided by the purchaser in order to qualify for the plate. | | |
| Does this plate carry a symbol that is trademarked or copyrighted? Yes <input type="checkbox"/> No <input type="checkbox"/> | | |
| <i>If yes, sponsoring organization must provide permission to use the symbol from the holder of the trademark or copyright.</i> | | |

Part II Organization Contact Information

| | | |
|---|---------------|------------------|
| Name of Sponsoring Organization Contact | Title | Telephone Number |
| Address/City/State/ZIP | Email Address | |
| Signature | Date | |



South Carolina Department of Motor Vehicles
Application for Approval of Organizational Specialty Plate

RG-504a

(rev. 05/07)

p. 2

In order to request approval for a specialty plate governed under this policy, the sponsoring organization must provide the following:

- ☐ A request for consideration on the sponsoring organization's letterhead.
- ☐ A completed Application for Approval of Organizational Specialty Plate, Form RG-504a.
- ☐ Written authorization for the use of any copyrighted or registered logo, trademark, or design to be used on the plate.
- ☐ License plate artwork for the design of the plate on CD/diskette in specified graphic format, and one (1) color hard copy of the artwork.
- ☐ A marketing plan that includes target audience, media to be used, and text of media messages.
- ☐ A requested plate prefix, if a special prefix is desired. Note that not all plate prefixes are available.
- ☐ Non-profit organizations must meet all the requirements above plus provide:
 - ☐ Documentation from the Internal Revenue Service showing that the organization currently has a 501(c)(3), 501(c)(7), or 501(c)(8) tax exempt status.
 - ☐ Documentation in the form of prior tax returns or other documentation from the Internal Revenue Service showing that the sponsoring organization has maintained the same tax-exempt status for at least five years prior to the date of application.
 - ☐ Because only the sponsoring organization can make application for a plate design the sponsoring organization must provide proof of its non-profit status.

The Department will return incomplete applications to the sponsoring organization's contact individual, detailing additional items required before the Department will consider the application.

The Department can choose to reject the production of any plate based on any of the following characteristics of the plate:

1. Failure to promote a positive image for the State
2. Low projected sales, lack of statewide appeal
3. Controversial, low sales, or litigation in other states
4. Production considered not to be cost beneficial to the state
5. Partisan or misrepresentative of the sponsoring organization or another organization
6. Potentially offensive, controversial, or inappropriate to the public
7. Similar plate/design already exists
8. Proliferation of specialty plates, workloads and costs to the state
9. Impinges on Advertising/corporation concerns
10. Use of proceeds from plate sales considered controversial or in violation of statute/constitution
11. Sexual or vulgar connotation
12. Derogatory reference to an individual or group
13. Implication extolling alcohol, drugs or other illegal activities or substances
14. Misrepresentation of organization as law enforcement or other government entity
15. Use of copyrighted emblem, seal, symbol, logo or registered trademark without written authorization from the owner
16. Design interferes with legibility or readability of plate number

The Department will review the Application and will notify the organization's authorized contact of the Department's decision. If the application is approved, the organization must submit either \$4000 or 400 pre-paid applications before the plate will be manufactured.

Completed application materials should be sent to:

South Carolina Department of Motor Vehicles
 Special Plate Review Officer
 PO Box 1498
 Blythewood, SC 29016-0038

for more information call:
 Tisha Dickerson
 Special Plate Review Officer
 803-896-9863



South Carolina Department of Motor Vehicles
Plate Review Disposition

RG-504b
 (rev. 05/07)

Name of Organization _____ Review Date _____

Plate Class _____ Plate Prefix _____

Section of Law Authorizing Plate _____

Reviewed By: _____

Recommendation:

☐ Approve

☐ Reject

☐ Conditional Approval with following modifications:

Highway Patrol Approval obtained on _____

HP Approval By: _____

Recommendation by Chief of Staff

☐ Approve

☐ Reject

☐ Conditional Approval as recommended by Review Panel

☐ Return to Panel for additional consideration as below:

 Signature

 Date

Final Disposition by Executive Director

☐ Approve

☐ Reject

☐ Conditional Approval as recommended by Review Panel:

☐ Return to Panel for additional consideration as below:

 Signature

 Date

RG-504c
(est. 05/07)

ORGANIZATION INFORMATION

OWNER'S INFORMATION

PLATE INFORMATION

Attachment 4



South Carolina Department of Motor Vehicles

Plate Review Acknowledgement

RG-504d
 (est. 05/07)

The Department has reviewed your organization's request for a specialized plate, as indicated in the attached letter. Your organization must respond to this review in order to continue with the process. Please indicate your preference below:

- ☐ **(For approved designs only)** My organization acknowledges approval and requests production of the plate.

(Please include payment with this form).

PAYMENT METHOD (only for approved plates)

Please indicate your preference below:

- ☐ \$4000 fee – attached ☐ 400 pre-paid applications – applications and fees attached

FEES FOR THIS PLATE

Special Fees _____
PLUS

| | |
|--------------------|-------------------|
| Registration fees: | |
| Passenger Car: | \$24.00 |
| Light Trucks: | fees based on GVW |
| 0001 – 4000 | \$30.00 |
| 4001 – 5000 | \$40.00 |
| 5001 – 6000 | \$60.00 |
| 6001 – 7000 | \$70.00 |
| 7001 – 8000 | \$80.00 |
| 8001 – 9000 | \$90.00 |
| 9001 – 10000 | \$100.00 |
| 10001 – 11000 | \$110.00 |

PLATE RESERVATION (only for approved plates)

- ☐ My organization wishes to reserve the first 100 plates for special distribution

- ☐ My organization will make suggested modifications and resubmit the design.
- ☐ My organization withdraws its application.
- ☐ My organization wishes to appeal the Department's decision to the legislative review committee. (This option available only to non-profit organizations).

| | | |
|----------------------|-----------|-----------|
| Name of Organization | | Telephone |
| Authorized Contact | Signature | Date |

Return letter to:
 South Carolina Department of Motor Vehicles
 Attn: Special Plate Review Officer
 Box 1498
 Blythewood, SC 29016-0038



South Carolina Department of Motor Vehicles
Sponsoring Organization Agent Authorization

RG-504e
 (est. 05/07)

Sponsoring Organizations requesting specialized plates may designate an individual or organization to serve as the sponsoring organization's agent in South Carolina.

I authorize the following agent to serve as my organization's contact with the South Carolina Department of Motor Vehicles (SCDMV) regarding specialized plates requested by my organization. I direct that all future correspondence between my organization and the SCDMV be conducted through this agent.

I authorize the Department of Motor Vehicles to send all funds collected from the sale of my organization's plate to this agent.

| | | |
|----------------------------|-----------|-----------|
| Name of Agent Organization | | Telephone |
| Authorized Contact | Signature | Date |

| | | |
|---------------------------------|-----------|-----------|
| Name of Sponsoring Organization | | Telephone |
| Authorized Contact | Signature | Date |

Attachment 6 – Application Receipt Letter

Mark Sanford
Governor



Marcia S. Adams
Director

State of South Carolina
Department of Motor Vehicles

Date

Mr. George Sample
Sample Organization
PO Box 000
Sample, SC 00000

Dear Mr. Sample:

The South Carolina Department of Motor Vehicles has received your application for a specialty plate on behalf of your non-profit organization SAMPLE ORGANIZATION.

- ☐ Your application is complete and will be reviewed for approval. Once the approval review is completed, the Department will inform you in writing of its decision.
- ☐ Your application is missing the following:
 - ☐ A request for consideration on your organization's letterhead
 - ☐ A completed Application for Approval of Organizational Specialty Plate, Form RG-504a.
 - ☐ Written authorization for the use of any copyrighted or registered logo, trademark, or design to be used on the plate.
 - ☐ License plate artwork for the design of the plate on CD/diskette in specified graphic format, and one (1) color hard copy of the artwork..
 - ☐ A marketing plan that includes target audience, media to be used, and text of media messages.
- ☐ A requested plate prefix, if a special prefix is desired. Note that not all plate prefixes are available.
- ☐ Non-Profit organizations requesting consideration under SC Code of Laws §56-3-8000 must also include:
 - ☐ Documentation from the Internal Revenue Service showing that the organization currently has a 501(c)(3), 501(c)(7), or 501(c)(8) tax exempt status.
 - ☐ Documentation in the form of prior tax returns or other documentation from the Internal Revenue Service showing that the organization has maintained the same tax exempt status for at least five years prior to the date of application.
 - ☐ On the Application for Approval of Organizational Specialty Plate, Form RG-504a, the amount of the fee to be charged for the plate, above and beyond the normal registration fee. Organizations should be aware that a portion of this additional fee will be retained by the Department of Motor Vehicles to defray the expenses of producing and administering special license plates.

Please forward the requested materials as soon as possible to:

South Carolina Department of Motor Vehicles
Attn: Special Plate Review Officer
PO Box 1498
Blythewood, SC 29016-0038

for more info call:

TEL: _____

Mark Sanford
Governor



Marcia S. Adams
Director

State of South Carolina

Department of Motor Vehicles

Mr. George Sample
Sample Organization
PO Box 000
Sample, SC 00000

Date

Dear Mr. Sample:

The South Carolina Department of Motor Vehicles has reviewed your application for a specialty plate on behalf of your organization SAMPLE ORGANIZATION. Please acknowledge receipt and indicate your preference for continuing this process by completing attached form RG-504d Plate Review Acknowledgement.

Your plate design has been:

☐ **Approved.**

The Department will obtain specifications and costs for plate production and inform you of the manufacturing timetable once you have informed us of your desire to proceed with production. Please include with your acknowledgement a check for \$4000 or 400 prepaid applications (See attached form RG-404d).

☐ **Conditionally Approved.**

The Department will approve your plate design with the modifications attached. Your organization can accept the modifications and resubmit the design as suggested by the Department, or you may appeal the Department's decision as described below. Alternate modifications will not be considered by the Department.

☐ **Rejected.**

Your application has been rejected for the following reason:

- ☐ Does not promote positive image for the state
- ☐ Low projected sales, lack of statewide appeal
- ☐ Controversial, low sales, or litigation in other states
- ☐ Production considered not to be cost beneficial to the state
- ☐ Partisan or misrepresentative of the sponsoring organization or another organization
- ☐ Potentially offensive, controversial, or inappropriate to the public
- ☐ Similar plate/design already exists
- ☐ Proliferation of specialty plates, workloads and costs to the state
- ☐ Advertises commercial logos or symbols
- ☐ Use of proceeds from plate sales considered controversial or in violation of statute/constitution
- ☐ Sexual or vulgar connotation
- ☐ Derogatory reference to an individual or group
- ☐ Implication extolling alcohol, drugs or other illegal activities or substances
- ☐ Misrepresentation of organization as law enforcement or other government entity
- ☐ Use of copyrighted emblem, seal, symbol, logo or registered trademark without written authorization from the owner
- ☐ Design interferes with legibility or readability of plate number

If you are a non-profit organization, you may appeal the Department's decision by requesting a review by the legislative review committee. If you are a non-profit organization and wish to appeal the Department's decision, the Department will send you additional information once you have returned the attached form RG-504d Plate Review Acknowledgement.