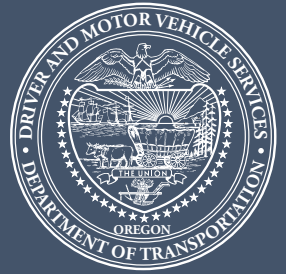


# OREGON SPECIAL REGISTRATION PLATES

## Application Guide



# INTRODUCTION

This guide contains the information and forms you need to apply for an Oregon Special Registration Plate. Please read it carefully.

The requirements for special registration plates are established under Oregon Revised Statutes 805.222, 805.225 and DMV Rules-located on page 14. This guide serves as a supplement to those requirements.

## TABLE OF CONTENTS

	<b>Page #</b>
Initial Application Process/Application Review	3
Plate Design/Licensing Agreement	4
Final Application Process	7
Plate Application Process/Minimum Timeline	9
Use of Vouchers	12
Annual Statement of Eligibility/Loss of Eligibility	13
Administrative Rules	14
Forms	32

# Initial Application Process

---

To apply for a special registration plate, an interested non-profit group (501(c)(3)), institution of higher education or public body (collectively referred to as "organization" in this guide) must submit an application for a special registration plate along with the information specified below.

**To apply, please submit the following to DMV:**

- a) A completed and signed Application for Approval of a Special Registration Plate, form #735-7076 (see page 33).
- b) All supporting documentation listed on the application.
- c) A \$5,000 preapproval fee to cover DMV's costs to review the application and requested plate design. The fee must be paid in the form of a check or money order payable to Oregon DMV. (If DMV denies your application, any fees not used in the preapproval process will be returned to your organization.)
- d) A copy of your requested plate design in PDF format and in Adobe Illustrator on a USB Flash Drive.

Mail applications to: Oregon DMV  
Attn: Vehicle Programs  
1905 Lana Ave NE  
Salem, OR 97314

**For questions regarding creation of a new plate, please contact DMV and [VehiclePolicy@odot.oregon.gov](mailto:VehiclePolicy@odot.oregon.gov).**

## Application Review

---

DMV will review your application to ensure your group qualifies for a special registration plate. Applications are reviewed in the order received.

Upon completion of the review, DMV will notify you of the approval or denial of your application.

If your application is denied, DMV will notify you in writing of the reason for the denial. Any artwork will be returned to your organization.

## Plate Design

---

Once your group is approved for a special registration plate, DMV, in consultation with law enforcement and Oregon DMV's plate manufacturer, will review your requested plate design. The plate design must comply with applicable Oregon laws and administrative rules and meet the needs of law enforcement, and other emergency personnel and tolling administration.

DMV will contact you if your plate design requires changes. If no changes are required or once changes have been incorporated and returned to DMV, DMV's plate manufacturer will create computer-aided design (CAD) drawings of your plate design for your review and approval. Once the CAD drawings are approved, DMV's plate manufacturer will produce actual plate samples. The sample license plates must be approved by authorized representative(s) of your group and law enforcement.

### Plate Design Template Option 1



Not actual size

## Plate Design Template Option 2



Your plate design must be clear and easy to read. Law enforcement and other emergency personnel rely on registration plates to identify a vehicle in the case of a traffic violation, crash or an emergency. Remember that DMV will consult with law enforcement and the plate manufacturer during the plate review process.

Design artwork: You must have written authorization to use any artwork that appears on your plate. This includes donated artwork or artwork protected by a trademark, copyright or other proprietary right.

The actual plate background size is 11.5 inches wide x 5.5 inches high, however, there is a 0.25-inch rim around the plate. The word "Oregon" is 4 inches wide x 1 inch high and is located 0.25 inches from the top of the plate. The font is established by DMV, you cannot use a font of your choice.

Except for custom and Amateur Radio Operator (HAM) plates, plate characters are two stacked letters and five numeric characters located horizontally in the middle-section of the plate. The characters may be located in one of two locations (see sample layouts above) no closer than 1 inch from the edge of the plate. Characters are approximately 1.25 inches wide x 2.75 inches high each. Character font is established by DMV.

DMV will work with you to determine what stacked letters will be used for your license plate.

Registration stickers are located at the right- and left-hand bottom of the plate. Registration stickers are 1.5 inches wide x 1 inch high.

There are three (3) manufacturing options for license plates. As DMV works with you and the plate manufacturer on the plate design, we will discuss these different options with you and you may decide which you prefer.

**Flat Plate** – Most of the current special registration plates are produced using this technology. There are few limitations on background and alphanumeric character colors as long as there is acceptable contrast.

**Embossed** – If your organization chooses an embossed plate like our standard “tree” plate with painted alphanumeric characters, the background must be light-colored with black or another dark color of alphanumeric characters.

**Print to Emboss** – This is a new technology that combines the flat plate digital technology with the embossed technology. There are few limitations on background and alphanumeric character colors as long as there is acceptable contrast. Plates manufactured using this process will cost more.

Regardless of the production method chosen, all plates are required to have maximum contrast between the background design and the alphanumeric characters.

## **Licensing Agreement**

---

At the same time the plate design is being worked, DMV will work with ODOT Procurement Office (OPO) to start creating the licensing agreement between DMV and your group. The licensing agreement must be fully executed before voucher sales may begin. If not already registered, organizations will need to register in ODOT's OregonBuys system to receive a VendorID number.

# Final Application Process

---

Upon execution of the licensing agreement, you may begin selling pre-paid vouchers.

DMV must provide the actual voucher forms to you. You may not print your own. There are two options you may choose from:

1. Single sheet pre-printed voucher form including a sequential control number on each form. You may print all required customer and organization information directly on these forms but must make two (2) copies of each voucher sold. Once you have made the two (2) copies, you may mail the original voucher form to the customer. One of the copies must be retained for your records and the other copy is sent to DMV upon completion of the voucher sales.
2. Three-part voucher form including a sequential control number on each form. These will not work in a printer and must be manually completed with all required customer and organization information. The Customer copy (white) is given/mailed to the customer, the organization's copy (pink) is retained by you and the DMV copy (yellow) is sent to DMV upon completion of the voucher sales.

DMV will send you 3,100 sequentially numbered voucher forms. Before DMV can begin producing your plate, you must sell at least 3,000 vouchers at \$40 each to purchasers who wish to obtain your plate. The \$40 is the surcharge for the special registration plate and purchasers will not be charged this fee again when they apply with DMV to initially obtain the plates.

## **After collecting your vouchers, submit the following to DMV:**

- a) A check or money order for at least \$120,000 in pre-sales (minimum of 3,000 vouchers x \$40 plate surcharge fee).
- b) Either a photocopy or the "DMV Copy" of each prepaid voucher form plus any voided or unsold vouchers.
- c) A reconciliation report showing: the total number of vouchers sold including beginning and ending control numbers; the number that were lost, stolen, destroyed or voided and the control number of each; and the number of unsold vouchers and the control number of each.

- d The balance of the plate start-up costs. For a flat or embossed plate, the current start-up balance is \$45,000. For a Print to Emboss plate, the current start-up balance is \$66,500. This is in addition to the \$5,000 pre-approval fee for a total of \$50,000 (flat or embossed) or \$71,500 (Print to Emboss). This is separate from the required voucher money. Voucher money cannot be applied to start-up costs.
- e The name of the financial institution and account number designated by your organization for the deposit of plate surcharge amounts collected by DMV from the sale of the organization's special registration plate.

At this stage, DMV will begin the final process to produce and issue your special registration plate.

Once the date when the plate will be available in DMV offices is determined, organizations can contact their purchasers to communicate this date to them. This date that plates start being issued is the first date that purchasers can redeem their vouchers.

See the Plate Application Process/Minimum Timeline below.



# Plate Application Process/Minimum Timeline

Step	Actor	Action	Minimum Time
1	Organization	Submit application for creation of new special registration plate.	Dependent on organization
2	DMV	Review application, approve or deny application, notify group. If group approved, send plate design to plate manufacturer. Go to step 3 & 4. If group denied, send denial letter to organization. Process complete.	2 weeks
3	Plate Manufacturer	Create CAD drawing of plate design, send to DMV.	4 weeks
4	DMV	Initiate licensing agreement process with ODOT Procurement Office. Work the licensing agreement process.	2 days  2+ months dependent on organization and OPO/AAG
5	DMV	Email CAD drawing to organization.	1 week
6	Organization	Approve CAD drawing of plate design. If approved, go to step 6. If not approved, work with DMV to identify changes needed and go back step 3.	Each time plate manufacturer does new CAD drawings, they get 4 weeks.
7	DMV	Request sample license plates from plate manufacturer.	2 days
8	Plate Manufacturer	Create sample license plates, send to DMV.	4 weeks

<b>Step</b>	<b>Actor</b>	<b>Action</b>	<b>Minimum Time</b>
9	DMV	Schedule meeting with organization to approve sample license plates.	Usually 1-2 weeks, dependent on schedules
10	Organization	Approve sample license plates. If approved, go to step 10. If not approved, work with DMV to identify changes needed and go back to step 6.	Dependent on organization
11	DMV	Schedule meeting with OSP to approve sample plates.	Usually 1-2 weeks, dependent on schedules
12	OSP	Approve sample license plates If approved, go to step 12. If not approved, DMV will work with organization and go back to step 6.	Included in previous step time of 1-2 weeks
13	OPO/ Organization	Execute final licensing agreement with all required signatures.	1-2 weeks
14	DMV	Sends 3,100 pre-printed, sequentially-numbered vouchers to organization	2 weeks
15	Organization	Sell at least 3,000 vouchers.	No time limit to sell 3,000
16	Organization	Sells at least 3,000 vouchers. Submits all vouchers and start-up requirements to DMV.	Dependent on organization

Step	Actor	Action	Minimum Time
17	DMV	Validate vouchers.	7-8 months
		Initiate implementation including ordering license plates and establishing implementation date.	
	Organization	Notify voucher purchasers of implementation date.	
	DMV	Plate ready for issuance.	

Total time from initial application and plate design submission to the implementation date (DMV starts issuing plates) is a minimum of 16 months.

## Use of Vouchers

---

Once an organization's plate is available for sale, purchasers may redeem their vouchers at any local DMV office or by mail through DMV Headquarters. Vouchers cannot be redeemed online through DMV2U.

The copy a purchaser uses to redeem with DMV must be signed by the purchaser. The purchaser of a voucher may transfer their voucher to another person by completing and signing the Transfer of Voucher section on the form.

If a purchaser wants a refund before the plate is produced, they must contact the organization. If a refund is issued, the organization must mark "void" on the voucher and return it to DMV when they submit all of the other vouchers. If a refund is issued by the organization after all vouchers have been submitted to DMV, the organization must notify DMV which voucher number was refunded and DMV will note it as "Voided."

### **If your organization is unable to sell 3,000 vouchers:**

- a) Return to DMV the "DMV copy" or photocopy of each prepaid voucher, and any unsold or voided vouchers so that all control numbers are accounted for. Whether or not an organization is successful in selling all of their vouchers, all 3,100 vouchers must be accounted for on a reconciliation report (see "c" on page 7).
- b) It is the responsibility of the organization to refund the surcharge to their purchasers.

There is no time limit regarding when an organization must decide they are unable to pre-sell 3,000 vouchers and cancel their application for special registration plates with DMV.

# Annual Eligibility Statement/Contacts

---

## **Annual Eligibility Statement and Updating your Organization's Contact Information**

Each calendar year, no later than 30 days after receiving an annual renewal of eligibility letter from DMV, your organization must submit a Special Registration Organization Annual Statement of Continuing Eligibility, form #735-6942 to DMV.

It is important that DMV and the public are able to contact your organization. If there is a change in any information listed on your organization's application or most recent annual eligibility statement, you must update your information by submitting a Special Registration Organization Annual Statement of Continuing Eligibility form to DMV as soon as possible. List any changes on the form included in this packet and submit it to: DMV, Attn: Vehicle Programs, 1905 Lana Ave NE, Salem, OR 97314.

## **Loss of Eligibility**

---

**DMV may cease production of an organization's special registration plate, or withdraw an organization's eligibility from the special registration program if:**

- a) DMV does not issue 2,000 sets of the organization's special registration plate in any one year. This amount does not include plates that are renewed - it is new issuances.
- b) The organization fails to file an annual statement of continuing eligibility with DMV.
- c) The organization fails to provide any information or documentation requested by DMV.
- d) The organization ceases to exist or becomes ineligible for the issuance of special registration plates under ORS 805.222 to 805.225 or DMV rules.
- e) The organization fails to meet any requirement for a special registration plate under ORS 805.222 to 805.225, or DMV rules.

# Administrative Rules

---

## **735-040-0040**

### **Definitions**

As used in OAR 735-040-0040 through 735-040-0130:

- (1) "Anticipated Costs," for the purposes of ORS 805.225 and this rule, means costs incurred by DMV to add a plate to the special registration plate program, including but not limited to, application review costs, computer programming costs, vendor set-up fees, plate design costs and production setup costs.
- (2) "DMV" means the Driver and Motor Vehicle Services Division of the Department of Transportation.
- (3) "Gold Star Family registration plate" means a registration plate issued to a Gold Star Family member, as defined in ORS 366.931.
- (4) "Group plates" means group registration plates approved for issuance by DMV under ORS 805.205, before August 17, 2015, to an institution of higher education or non-profit group that is tax exempt under 501 (c)(3) of the Internal Revenue Code.
- (5) "Special registration plate" means a registration plate issued by DMV under ORS 805.222 and 805.225.
- (6) "Special registration plate program" means the special registration plate program established by DMV in accordance with ORS 805.222 to 805.225 and OAR Chapter 735, Division 040.
- (7) "Organization" means any nonprofit group, institution of higher education or public body that applies for or receives approval for the issuance of a special registration plate pursuant to applicable provisions of the Oregon Vehicle Code and DMV rules.
- (8) "Institution of Higher Education" or "institution" means a postsecondary-institution that is:
  - (a) A public university listed in ORS 352.002, or
  - (b) An Oregon-based and accredited, community college or nonprofit private university or college.
- (9) "Nonprofit group" means a nonprofit group that meets the qualifications for tax exempt status under section 501(c)(3) of the Internal Revenue Code.

(10) "An expression of political opinion" includes, but is not limited to, any artwork, image, name, logo, mark, slogan, letter or word that expresses or suggests a viewpoint related to:

(a) A candidate for election, measure or petition;

(b) A person, group or subject associated with politics or the political process; or

(c) A social issue or cause that is divisive, and, as a result, becomes a political issue, for example, abortion, immigration or the environment.

(11) "An expression of religious belief" includes, but is not limited to, any artwork, image, name, logo, mark, slogan, letter or word that affirms or supports a particular religion or creed, expresses adherence to a particular religious sect or denomination, expresses belief in or the absence of belief in a supreme being or promotes or discourages any form of exercise of religion.

(12) "Public body" has the same meaning as set forth in ORS 174.109.

(13) "Veterans' group" as used in ORS 805.105 and Division 40 rules, means a group or organization that meets the qualifications for veterans' recognition registration plates under OAR 735-040-0080.

Stat. Auth.: ORS 184.619, 802.010, 805.105, 805.205, 805.222 and 805.225

Stats. Implemented: ORS 366.931, 805.105, 805.205, 805.222 and 805.225

### **735-040-0045**

#### **Group Registration Plates; Nonprofit Groups and Institutions of Higher Education; Approved Before August 12, 2015**

(1) Effective August 12, 2015, chapter 806, Oregon Laws 2015, eliminated the creation of new group registration plates under ORS 805.205. This rule sets forth the eligibility requirements for current, active and inactive nonprofit groups and institutions of higher education (collectively referred to in this rule as "group") approved for the issuance of group registration plates before the effective date of the legislative act.

(2) To remain eligible for the issuance of group registration plates, a group described under section (1) of this rule must:

(a) Maintain documentation sufficient to demonstrate to DMV that:

- (A) For a nonprofit group, the group meets the qualifications for tax exempt status under section 501(c)(3) of the Internal Revenue Code;
  - (B) For a group that is an institution of higher education, the group meets the definition in OAR 735-040-0040(5);
  - (C) For a group representing an institution of higher education, the group has written authorization from the institution to obtain higher education group plates on behalf of that institution;
  - (D) The group has established membership, officers and bylaws, and the group, or a chapter of the group is physically located in Oregon;
  - (E) The group is authorized to use any artwork, image, name, logo, mark, slogan, letter or word that appears on the group's plate; and
  - (F) The information submitted to DMV regarding the financial institution selected by the group for the deposit of plate surcharge amounts collected by DMV from the sale of the group's plate is up-to-date.
- (b) Maintain and provide to DMV the current name, address and phone number of:
- (A) Each group official, officer or director; and
  - (B) The person authorized by the group to act as the group's representative for purposes of the group's plate.
- (c) Submit an Annual Statement of Continuing Eligibility (DMV Form 735-6942) to DMV certifying the group continues to meet the requirements for group plates under ORS 805.205 and DMV rules. The statement is due no later than 30 days after the date of receiving an annual renewal of eligibility letter from DMV.
- (3) DMV may request a group to provide any information it considers necessary to verify the group is eligible for the issuance of group plates.
- (4) DMV will withdraw the group's eligibility and cease to issue a group's plate if:
- (a) The group fails to meet any requirement under section (2) of this rule;
  - (b) The group fails to provide any information requested by DMV;
  - (c) The group is not authorized to use an image, name, logo or design that appears on the group's plate;



- (d) The group fails to submit an Annual Statement of Continuing Eligibility form as required under subsection (2)(c) of this rule; or
- (e) The group fails to meet or comply with any other requirements for group plates under ORS 805.205 or DMV rule.
- (5) DMV shall cease production of a group's plate if:
  - (a) DMV does not sell or issue renewal for 500 sets of the group's plate in any one year. For purposes of this subsection, the year begins on the first day of the month the group's plate was initially available for sale;
  - (b) The group ceases to exist or becomes ineligible for the issuance of special registration plates under ORS 805.205, or DMV rule; or
  - (c) DMV determines any artwork, image, name, logo, mark, slogan, letter or word that appears on the group's plate contains an expression of political opinion, religious belief, or violates any provision of the Oregon Vehicle Code, or DMV rule relating to registration plate content.
- (6) Except for the reason described in subsection (5)(a) of this rule, when DMV ceases production of a group's plate it will destroy all remaining plate inventory.
- (7) DMV will notify the group in writing if DMV withdraws the group's eligibility or ceases production or issuance of the group's plate.
- (8) The group must notify DMV immediately if:
  - (a) There is a change in any information listed on the group's most recent application or annual eligibility statement; or
  - (b) The group ceases to exist or no longer meets the eligibility requirements for a nonprofit group under ORS 805.205 or DMV rule.

Stat. Auth.: ORS 184.616, 184.619, 802.010 and 805.205

Stats. Implemented: ORS 805.205

### **735-040-0110**

#### **Special Registration Plates; Nonprofit Groups, Qualifications; Application, Approval**

- (1) A nonprofit group that wishes to become eligible for a special registration plate issued under ORS 805.222 and 805.225, must submit the following to DMV:

(a) A completed and signed *Application for Special Registration Plate* (DMV Form 735-7076), a copy of the nonprofit group's bylaws, and documentation sufficient to demonstrate to DMV that:

(A) The nonprofit group meets the qualifications for tax exempt status under section 501(c)(3) of the Internal Revenue Code, including the nonprofit group's articles of incorporation and an IRS exemption determination letter, or similar IRS document granting the nonprofit group tax exempt status, and containing the nonprofit group's federal or IRS identification number; and

(B) The nonprofit group, or a chapter of the nonprofit group, is physically located in Oregon.

(b) The name, address, phone number and email address of current directors or officers of the nonprofit group, or other person authorized by the nonprofit group to act as the nonprofit group's representative for purposes of the nonprofit group's special registration plate.

(c) The nonprofit group's requested plate design, in an electronic format designated by the department. The design must comply with the plate design requirements specified in OAR 735-040-0125.

(d) For a nonprofit group representing an institution of higher education, written authorization from the institution stating the nonprofit group is eligible to obtain a special registration plate on behalf of that institution.

(e) A \$5,000 preapproval fee to cover DMV's costs to review the group's application and requested plate design for compliance with ORS 805.222 to ORS 805.225, and DMV rules. The fee must be in the form of a check or money order payable to Oregon DMV.

(f) Any other information DMV considers necessary to determine the group is eligible for the issuance of a special registration plate.

(2) Applications and plate designs are reviewed in the order received by DMV.

(3) DMV will not issue special registration plates for a nonprofit group with a plate currently issued by DMV under ORS 805.205 and OAR 735-040-0045 until:

(a) The inventory of the nonprofit group's plate is depleted; or

(b) The nonprofit group reimburses DMV's plate manufacturing costs and any costs associated with the destruction of any remaining inventory of the nonprofit group's plate.

(4) DMV may deny a nonprofit group's eligibility for a special registration plate if:

(a) The nonprofit group's application is incomplete or contains false information;

(b) The nonprofit group is not authorized to use the requested plate design;

(c) The requested plate design does not meet the requirements specified in OAR 735-040-0125 (plate design); or

(d) The nonprofit group fails to provide any information requested by DMV, or fails to meet any requirement of the special registration plate program under ORS 805.222 to 805.225, or DMV rule.

(5) DMV will notify the nonprofit group in writing if:

(a) The nonprofit group's application or requested plate design requires additional information or modification.

(b) DMV approves the nonprofit group's application or requested plate design.

(c) DMV denies the nonprofit group's application or requested plate design.

(d) DMV withdraws the nonprofit group's eligibility or ceases production or issuance of the nonprofit group's plate.

(6) Upon DMV's approval of the nonprofit group's application and requested plate design, DMV will send the group 3,100 sequentially numbered, three-part DMV voucher forms for collection, as specified in ORS 805.225. Once collected, the group must submit at least 3,000 vouchers and all of the following to DMV:

(a) A fully executed licensing agreement between DMV and the nonprofit group for the use of any artwork, image, name, logo, mark, slogan, letter or word requested to appear on the nonprofit group's plate;

(b) A check or money order in an amount that includes:

(A) At least \$120,000, with the total amount determined by the number of vouchers sold multiplied by the \$40 surcharge fee; and

(B) DMV's anticipated costs of adding the nonprofit group's plate to the special registration plate program. When estimating DMV's anticipated costs, the department will include the remaining balance of any unexpended preapproval fees paid to DMV under section (1)(e) of this rule.

(c) The "DMV Copy" of each prepaid voucher form;

(d) Any unsold or voided voucher forms;

(e) A reconciliation report showing:

(A) The total number of vouchers sold, including the beginning and ending control numbers;

(B) The total number of vouchers that were lost, stolen, destroyed or voided and the control number of each;

(C) The total number of unsold vouchers; and

(D) Any additional vouchers ordered and received from DMV, including the beginning and ending control numbers;

(f) The name of the financial institution and account number designated by the nonprofit group for the deposit of plate surcharge fees (minus DMV's administrative costs) collected by DMV from the sale of the group's special registration plate; and

(g) The nonprofit group's final approved plate design, in an electronic format designated by the department.

(7) The fees submitted to DMV under subparagraph (6)(a)(A) of this rule are nonrefundable.

(8) An eligible nonprofit group must submit an Annual Statement of Continuing Eligibility (DMV Form 735-6942) to DMV certifying the group continues to meet the requirements for a special registration plate under ORS 805.222 to 805.225, and DMV rules. The statement is due no later than 30 days after the date of receiving an annual renewal of eligibility letter from DMV.

(9) The nonprofit group must notify DMV immediately if:

(a) There is a change in any information listed on the nonprofit group's application or most recent statement of continuing eligibility; or

(b) The nonprofit group ceases to exist, or no longer meets the eligibility requirements for a nonprofit group under ORS 805.222 to 805.225, or DMV rule.

(10) DMV may withdraw eligibility and cease to issue a nonprofit group's special registration plate if:

(a) The nonprofit group fails to provide any information requested by DMV;

(b) DMV determines the nonprofit group is not authorized to reproduce or use any artwork, image, name, logo, mark, slogan, letter or word previously approved for the nonprofit group's plate;

(c) The nonprofit group fails to submit an Annual Statement of Continuing Eligibility form as required under section (8) of this rule; or

(d) The nonprofit group fails to comply with any requirement for a special registration plate under ORS 805.222 to 805.225, or DMV rule.

(11) DMV shall cease production of a nonprofit group's plate if:

(a) DMV does not issue 2,000 sets of the nonprofit group's plate in any one year. For purposes of this subsection, the year begins on the day that the group's special registration plate is initially offered for sale;

(b) The group ceases to exist or becomes ineligible for the issuance of special registration plates under ORS 805.222 to 805.225, or DMV rule; or

(c) DMV determines any artwork, image, name, logo, mark, slogan, letter or word that appears on the group's plate contains an expression of political opinion or religious belief, or violates any provision of the Oregon Vehicle Code, or DMV rule relating to registration plate content.

Stat. Auth.: ORS 184.616, 184.619, 802.010, 805.222 and 805.225

Stats. Implemented: ORS 805.222 and 805.225

### **735-040-0115**

#### **Special Registration Plates; Institutions of Higher Education, Qualifications; Application, Approval**

(1) An institution of higher education that wishes to become eligible for a special registration plate issued under ORS 805.222 and 805.225, must submit the following to DMV:

(a) A completed and signed *Application for Special Registration Plate* (DMV Form 735-7076) and documentation sufficient to DMV that:

(A) The institution is an “institution” as defined in OAR 735-040-0040, including a written certification on the institution’s letterhead from the institution’s president, chancellor, or chief executive officer stating that the institution meets the definition of an institution of higher education as defined in OAR 735-040-0040; and

(B) The institution is physically located in Oregon.

(b) The name, address, phone number and email address of current directors or officers of the institution, or other person authorized by the institution to act as the institution’s representative for purposes of the institution’s special registration plate.

(c) The institution’s requested plate design, in an electronic format designated by the department. The design must comply with the plate design requirements specified in OAR 735-040-0125.

(d) A \$5,000 preapproval fee to cover DMV’s costs to review the institution’s application and requested plate design for compliance with ORS 805.222 to 805.225, and DMV rules. The fee must be in the form of a check or money order payable to Oregon DMV.

(e) Any other information DMV considers necessary to determine the institution is eligible for the issuance of a special registration plate.

(2) Applications and plate designs are reviewed in the order received by DMV.

(3) DMV will not accept an application for special registration plates from an institution with a plate currently issued by DMV under ORS 805.205 and OAR 735-040-0045 until:

(a) The inventory of the institution’s plate is depleted; or

(b) The institution reimburses DMV’s plate manufacturing costs and any costs associated with the destruction of any remaining inventory of the institution’s plate.

(4) DMV may deny an institution’s eligibility for a special registration plate if:

(a) The institution’s application is incomplete or contains false information;

(b) The institution is not authorized to use the requested plate design;

- (c) The requested plate design does not meet the requirements specified in OAR 735-040-0125 (plate design); or
  - (d) The institution fails to provide any information requested by DMV, or fails to meet any requirement for a special registration plate under ORS 805.222 or 805.225, or DMV rule.
- (5) DMV will notify the institution in writing if:
- (a) The institution's application or requested plate design requires additional information or modification.
  - (b) DMV approves the institution's application or requested plate design.
  - (c) DMV denies the institution's application or requested plate design.
  - (d) DMV withdraws the institution's eligibility or ceases production or issuance of the institution's plate.
- (6) Upon DMV's approval of the institution's application and requested plate design, DMV will send the institution 3,100 sequentially numbered, three-part DMV voucher forms for collection, as specified in ORS 805.225. Once collected, the institution must submit at least 3,000 vouchers and all of the following to DMV:
- (a) A fully executed licensing agreement between DMV and the institution for the use of any artwork, image, name, logo, mark, slogan, letter or word requested to appear on the institution's plate;
  - (b) A check or money order in an amount that includes:
    - (A) At least \$120,000, with the total amount determined by the number of vouchers sold multiplied by the \$40 surcharge fee; and
    - (B) DMV's anticipated costs of adding the institution's plate to the special registration plate program. When estimating DMV's anticipated costs, the department will consider the balance of any unexpended preapproval fees provided under section (1)(d) of this rule.
  - (c) The "DMV Copy" of each prepaid voucher form;
  - (d) Any unsold or voided voucher forms;
  - (e) A reconciliation report showing:
    - (A) The total number of vouchers sold, including the beginning and ending control numbers;

- (B) The total number of vouchers that were lost, stolen, destroyed or voided and the control number of each;
- (C) The total number of unsold vouchers; and
- (D) Any additional vouchers ordered and received from DMV, including the beginning and ending control numbers.
- (f) The name of the financial institution and account number designated by the institution for the deposit of plate surcharge fees (minus DMV's administrative costs) collected by DMV from the sale of the institution's special registration plate; and
- (g) The institution's final approved plate design, in an electronic format designated by the department.
- (7) The fees submitted to DMV under subparagraph (6)(a)(A) of this rule are nonrefundable.
- (8) An eligible institution must submit an Annual Statement of Continuing Eligibility (DMV Form 735-6942) to DMV certifying the institution continues to meet the requirements for a special registration plate under ORS 805.222 to 805.225, and DMV rules. The statement is due no later than 30 days after the date of receiving an annual renewal of eligibility letter from DMV.
- (9) The institution must notify DMV immediately if:
  - (a) There is a change in any information listed on the institution's application or most recent statement of continuing eligibility; or
  - (b) The institution ceases to exist, or no longer meets the eligibility requirements for a nonprofit institution under ORS 805.222 to 805.225 or DMV rule.
- (10) DMV may withdraw eligibility and cease to issue an institution's special registration plate if:
  - (a) The institution fails to provide any information requested by DMV;
  - (b) DMV determines the institution is not authorized to reproduce or use any artwork, image, name, logo, mark, slogan, letter or word previously approved for the institution's plate;
  - (c) The institution fails to submit an Annual Statement of Continuing Eligibility form as required under section (9) of this rule; or
  - (d) The institution fails to comply with any requirement for a special registration plate under ORS 805.222 to 805.225, or DMV rule.



(11) DMV shall cease production of an institution's plate if:

(a) DMV does not issue 2,000 sets of the institution's plate in any one year. For purposes of this subsection, the year begins on the day that the institution's special registration plate is initially offered for sale;

(b) The institution ceases to exist or becomes ineligible for the issuance of special registration plates under ORS 805.222 to 805.225, or DMV rule; or

(c) DMV determines any artwork, image, name, logo, mark, slogan, letter or word that appears on the institution's plate contains an expression of political opinion or religious belief, or violates any provision of the Oregon Vehicle Code, or DMV rule relating to registration plate content.

(12) Except for the reason described in subsection (11)(a) of this rule, when DMV ceases production of an institution's plate it will destroy all remaining plate inventory.

Stat. Auth.: ORS 184.616, 184.619, 802.010, 805.222 and ORS 805.225

Stats. Implemented: ORS 805.222 and 805.225

### **735-040-0120**

#### **Special Registration Plates; Public Bodies, Qualifications; Application, Approval**

(1) A public body that wishes to become eligible for a special registration plate issued under ORS 805.222 and 805.225 must submit the following to DMV:

(a) A completed and signed *Application for Special Registration Plate* (DMV Form 735-7076) and documentation sufficient to demonstrate to DMV that:

(A) The public body is a "public body" as defined in ORS 174.109 and OAR 735-040-0040, including a written certification on the public body's letterhead from an authorized representative of the public body stating the public body is authorized by law to apply for a special registration plate and to allocate the funds necessary to obtain a special registration plate. The public body must provide the citation of the applicable law in its certification.

(B) The public body, or an office of the public body, is physically located in Oregon.

(b) The name, address, phone number and email address of current directors or officers of the public body, or other person authorized by the public body to act as the public body's representative for purposes of the public body's special registration plate.

(c) The public body's requested plate design, in an electronic format designated by the department. The design must comply with the plate design requirements specified in OAR 735-040-0125.

(d) A \$5,000 preapproval fee to cover DMV's costs to review, and approve or deny the public body's application and requested plate design for compliance with ORS 805.222, 805.225, and DMV rules. The fee must be in the form of a check or money order payable to Oregon DMV.

(e) Any other information DMV considers necessary to determine the public body is eligible for the issuance of a special registration plate.

(2) Applications and plate designs are reviewed in the order received by DMV.

(3) DMV may deny a public body's eligibility for a special registration plate if:

(a) The public body's application is incomplete or contains false information;

(b) The public body is not authorized to use the requested plate design;

(c) The requested plate design does not meet the requirements specified in OAR 735-040-0125 (plate design); or

(d) The public body fails to provide any information requested by DMV, or fails to meet any requirement for a special registration plate under ORS 805.222 to 805.225, or DMV rule.

(4) DMV will notify the public body in writing if:

(a) The public body's application or requested plate design requires additional information or modification;

(b) DMV approves the public body's application or requested plate design;

(c) DMV denies the public body's application or requested plate design; or

(d) DMV withdraws the public body's eligibility or ceases production or issuance of the public body's plate.

(5) Upon DMV's approval of the public body's application and requested plate design, DMV will send the public body 3,100 sequentially numbered, three-part DMV voucher forms for collection, as specified in ORS 805.225. Once collected, the public body must submit at least 3,000 vouchers and all of the following to DMV:

(a) A fully executed licensing agreement between DMV and the public body, for the use of any artwork, image, name, logo, mark, slogan, letter or word requested to appear on the public body's plate;

(b) A check or money order in an amount that includes:

(A) At least \$120,000, with the total amount determined by the number of vouchers sold multiplied by the \$40 surcharge fee; and

(B) DMV's anticipated costs of adding the public body's plate to the special registration plate program. When estimating DMV's anticipated costs, the department will consider the balance of any unexpended preapproval fees provided under section (1)(d) of this rule.

(c) The "DMV Copy" of each prepaid voucher form;

(d) Any unsold or voided voucher forms;

(e) A reconciliation report showing:

(A) The total number of vouchers sold, including the beginning and ending control numbers;

(B) The total number of vouchers that were lost, stolen, destroyed or voided and the control number of each;

(C) The total number of unsold vouchers; and

(D) Any additional vouchers ordered and received from DMV, including the beginning and ending control numbers.

(f) The name of the financial institution and account number designated by the public body for the deposit of plate surcharge fees (minus DMV's administrative costs, Form 731-0781) collected by DMV from the sale of the public body's special registration plate; and

(g) The public body's final approved plate design, in an electronic format designated by the department.

(6) The fees submitted to DMV under subparagraph (5)(a)(A) of this rule are nonrefundable.

(7) An eligible public body must submit an Annual Statement of Continuing Eligibility (DMV Form 735-6942) to DMV, certifying the public body continues to meet the requirements for a special registration plate under ORS 805.222 to 805.225, and DMV rules. The statement is due no later than 30 days after the date of receiving an annual renewal of eligibility letter from DMV.

(8) The public body must notify DMV immediately if:

(a) There is a change in any information listed on the public body's application or most recent statement of continuing eligibility; or

(b) The public body ceases to exist, or no longer meets the eligibility requirements for a public body under ORS 805.222 to 805.225 or DMV rule.

(9) DMV may withdraw eligibility and cease to issue a public body's special registration plate if:

(a) The public body fails to provide any information requested by DMV;

(b) DMV determines the public body is not authorized to reproduce or use any artwork, image, name, logo, mark, slogan, letter or word previously approved for the public body's plate;

(c) The public body fails to submit an Annual Statement of Continuing Eligibility form as required under section (7) of this rule; or

(d) The public body fails to comply with any requirement for a special registration plate under ORS 805.222 to 805.225, or DMV rule.

(10) DMV shall cease production of a public body's plate if:

(a) DMV does not issue 2,000 sets of the public body's plate in any one year. For purposes of this subsection, the year begins on the day that the public body's special registration plate is initially offered for sale;

(b) The public body ceases to exist or becomes ineligible for the issuance of special registration plates under ORS 805.222 to 805.225 or DMV rule; or

(c) DMV determines any artwork, image, name, logo, mark, slogan, letter or word that appears on the public body's plate contains an expression of political opinion or religious belief, or violates any

provision of the Oregon Vehicle Code, or DMV rule relating to registration plate content.

(11) Except for the reason described in subsection (10)(a) of this rule, when DMV ceases production of a public body's plate it will destroy all remaining plate inventory.

Stat. Auth.: ORS 184.616, 184.619, 802.010, 805.222 and 805.225

Stats. Implemented: ORS 805.222 and 805.225

### **735-040-0125**

#### **Special Registration Plate Design**

This rule establishes the plate design requirements for a special registration plate issued by DMV under ORS 805.222 to 805.225, and Division 040 rules. In addition to any other requirement for registration plates, a special registration plate design:

- (1) Must be developed by DMV in consultation with an eligible organization approved by DMV under OAR 735-040-0110, 735-040-0115, or 735-040-0120, whichever is applicable;
- (2) Must be legible and clearly identifiable by law enforcement personnel as a State of Oregon vehicle registration plate. DMV will consult with Oregon law enforcement for compliance with this subsection;
- (3) Must contain numbers, letters, colors and artwork that have been approved by DMV;
- (4) May not conflict with, or be substantially similar or identical to any existing Oregon registration plate;
- (5) Must comply with the requirements for plate size, form, arrangement and materials under ORS 803.535. The registration plate dimensions described in the example Plate Diagram (revised 07-16) are adopted by reference as Appendix A;
- (6) May not infringe or violate a trademark, trade name, service mark, copyright or other proprietary right;
- (7) May not contain an expression of political opinion or religious belief; and
- (8) May not contain any word, combination of words or image that by reasonable standards is offensive, vulgar, or an expression of contempt

for a specific race, religion, ethnicity, gender, sexual orientation, disability or that refers to a controlled substance, alcoholic beverage, illegal activity or substance, or promotes or endorses a product, brand or service provided for sale.

(9) DMV will approve or deny plate designs in accordance with OAR 735-040-0110, 735-040-0115 or 735-040-0120.

Stat. Auth.: ORS 184.616, 184.619, 802.010, 803.535, 805.222 and 805.225  
Stats. Implemented: 805.222 and 805.225

### **735-040-0130**

#### **Procedures for the Sale of Special Registration Plate Vouchers**

This rule describes the procedures and requirements for an organization approved by DMV to sell special registration plate vouchers, as authorized by ORS 805.222 and 805.225. An organization must comply with all of the following:

- (1) The organization may only sell vouchers issued by and obtained directly from DMV.
- (2) Vouchers may not be sold for an amount other than the surcharge amount established under ORS 805.222.
- (3) Each voucher sold must be legibly completed with the following information:
  - (a) The date of sale;
  - (b) The name, address, phone number and email address, if available, of the person purchasing the voucher (purchaser);
  - (c) The printed name and signature of the person who sells the voucher on behalf of the organization (seller); and
  - (d) The purchaser's signature acknowledging the purchaser has read and understands the terms and conditions printed on the voucher.
- (e) If transferring the voucher:
  - (A) The name, address, phone number and email address, if available, of the person receiving the voucher; and
  - (B) The signature of the purchaser authorizing the transfer.
- (4) Upon the sale of a voucher, the seller must provide the purchaser the "PURCHASER'S COPY" of the voucher.

(5) An organization is solely responsible for:

(a) The safety and security of all vouchers and fees collected by the organization from the sale of vouchers;

(b) Immediately reporting any lost or stolen vouchers to DMV;

(c) Marking "VOID" on any voucher that is damaged, altered, or that contains an illegible control number or an error made by the seller or purchaser during the sale;

(d) Responding to questions and resolving any disputes with purchasers regarding:

(A) The organization's voucher sales or the fees collected by the organization from the sale of the organization's vouchers;

(B) The organization's policy on refunding fees collected by the organization from the sale of the organization's vouchers; and

(C) The status or progress of the organization's effort to obtain a special registration plate.

(6) The organization must return all void and unsold vouchers to DMV when:

(a) It submits all collected vouchers, required fees and DMV's anticipated costs of adding the organization's plate to the special registration plate program, as required under ORS 805.225, and as described in OAR 735-040-0110, 735-040-0115 or 735-040-0120, whichever is applicable;

(b) The organization notifies DMV that the organization has abandoned its effort to collect vouchers and obtain a special registration plate; or

(c) DMV determines the organization is no longer eligible for the special registration plate program.

(7) An organization may obtain additional vouchers by contacting DMV.

Stat. Auth.: ORS 184.616, 184.619, 802.010, 805.222 and 805.225

Stats. Implemented: ORS 805.222 and 805.225

# Forms

---

	Form #
Application for Approval of a Special Registration Plate	735-7076
Annual Statement of Continuing Eligibility	735-6942





DEPARTMENT OF TRANSPORTATION  
DRIVER AND MOTOR VEHICLE SERVICES  
1905 LANA AVE NE, SALEM OREGON 97314

# APPLICATION FOR APPROVAL OF A SPECIAL REGISTRATION PLATE

## REFER TO INFORMATION ON BACK

Evidence that supports the organization's qualification must be **attached** to this application. Evidence must consist of:

- If this is a non-profit group, written documentation that the group is registered with the Internal Revenue Service (IRS); (must include the non-profit group's articles of incorporation and the non-profit group's federal or IRS identification number for the 501(c)(3) non-profit corporation or foundation).
- If this is an institution of higher education, a written certification on the institution's letterhead stating that the institution meets the definition as defined in OAR 735-040-0040.
- If this is a public body, written certification on the public body's letterhead stating they are authorized by law to apply for a special registration plate. The public body must provide the citation of the applicable law in its certification.
- Proof that the organization is physically located in Oregon.
- \$5,000 in fees to cover any costs DMV incurs to begin approval of the plate.

NAME OF ORGANIZATION

IRS EMPLOYER IDENTIFICATION NUMBER

## THIS ORGANIZATION IS:

- ☐ AN INSTITUTION OF HIGHER EDUCATION      ☐ A NON-PROFIT 501(c)(3) AUTHORIZED BY AN INSTITUTION OF HIGHER EDUCATION  
☐ A PUBLIC BODY      ☐ A NON-PROFIT 501(c)(3)

## CURRENT DIRECTORS / OFFICERS - (REFER TO INFORMATION ON REVERSE)

NAME

ADDRESS

EMAIL ADDRESS

DAYTIME TELEPHONE NUMBER

NAME

ADDRESS

EMAIL ADDRESS

DAYTIME TELEPHONE NUMBER

## ACCOUNT INFORMATION

PLATE PROCEEDS SHOULD BE DEPOSITED INTO THE FOLLOWING ACCOUNT NAME:

BANK/FINANCIAL INSTITUTION

ADDRESS

ACCOUNT NUMBER (PLEASE ATTACH VOIDED CHECK)

## REQUESTED PLATE DESIGN

Requested plate design must be submitted electronically in PDF and Adobe Illustrator format.

SIGNATURE OF AUTHORIZED REPRESENTATIVE OF ORGANIZATION

X

TITLE

DATE

SIGNATURE OF INSTITUTION REPRESENTATIVE (SEE INFORMATION ON REVERSE)

X

TITLE

DATE

## **To Qualify for special registration plates to be issued, the organization must be:**

- An institution of higher education as defined in OAR 735-040-0040; or
- Representing an institution of higher education to obtain special registration plates for that institution; or
- A non-profit organization that is registered with the IRS as a 501(c)(3) non-profit corporation or foundation.
- An eligible non-profit group must be physically located in Oregon or have a chapter that is physically located in Oregon.
- A public body under ORS 174.109

### **NAMES OF DIRECTORS/OFFICERS**

- If the organization is an institution of higher education, list the name, address, phone number and email address of the official authorized to speak on behalf of the institution on matters affecting special registration plates.
- If the organization is a non-profit group authorized by an institution of higher education, list the name and address of the current directors or officers of the group, and the person authorized to speak for the non-profit group on matters affecting special registration plates.
- If the organization is a non-profit group or public body, list the name, address, phone number and email address of the current directors or officers of the group or public body, and the person authorized to speak for the group or public body on matters affecting special registration plates.

### **All organizations must notify DMV anytime there is a change in the name or address of the person(s) authorized to speak for the organization on matters related to special registration plates.**

If the organization is an authorized representative of an institution of higher education, the institution shall notify DMV if for any reason the organization ceases to have authorization to act on behalf of the institution on matters affecting special registration plates.

### **ACCOUNT INFORMATION**

A surcharge will be collected by DMV upon sale of these plates. Organizations may specify an account into which the net proceeds from the sale of the plates should be deposited. If no account is specified (i.e., this area is left blank), DMV will deposit the proceeds into the Passenger Rail Transportation Account. If your organization chooses to receive the net proceeds from the plates, you must attach a voided check from the account into which these proceeds may be electronically deposited.

### **PLATE SALE MINIMUMS**

In order to qualify to have your special registration plate approved, you must pre-sell 3,000 sets of plates beginning after the initial approval of the plate. In addition, if at least 2,000 sets of plates are not sold annually, DMV will cease manufacturing additional plates.

### **PLATE DESIGN**

Provide the design which is to appear on your organization's plate. This design may not contain expressions of political opinion or religious belief. Your design is subject to DMV approval, which in part includes review by law enforcement and the plate manufacturer.

### **SALE OF PLATES**

Any individual eligible for registration will be allowed to apply for the special registration plate for a passenger vehicle.

### **FEES**

Each organization must pay a \$5,000 pre-approval fee to cover DMV's costs to review the application and requested plate design. Once DMV approves the plate, the organization will have to pre-sell 3,000 sets of plates in the form of vouchers prior to production. Once successful, the organization will submit the vouchers and surcharge fees of at least \$120,000 (minimum of 3,000 vouchers x \$40 plate surcharge fee). At this point you will also pay the balance of the plate start-up costs – it is \$45,000 in addition to the \$5,000 pre-approval fee for a total of \$50,000 (for a flat or embossed plate) or \$66,500 in addition to the \$5,000 for a total of \$71,500 (for a Print to Emboss plate). DMV will only keep their administrative costs for start-up and issuance of the plates, and then the balance of these fees will be returned to the organization.

### **SIGNATURE OF INSTITUTION REPRESENTATIVE \***

A signature in this area authorizes the organization to apply for special registration plates and to make plate related decisions on behalf of the institution, including, but not limited to:

- a. Determining where any applicable funds generated from the sale of special registration plates are to go; and
- b. Working with DMV on what information will be placed on the plates.

\* In lieu of a signature in this area, DMV may accept a statement on institution letterhead granting the above authorizations, signed by the appropriate institution representative.

### **SUBMITTING APPLICATIONS**

Mail the completed application, fees and documentation to:

**DMV Vehicle Programs  
1905 LANA AVE NE  
SALEM OR 97314**

**If you have any questions about completing the application or the special registration plate program, you may contact Vehicle Programs at:  
VehiclePolicy@odot.oregon.gov**

Do NOT submit this application to your local DMV office.



DEPARTMENT OF TRANSPORTATION  
DRIVER AND MOTOR VEHICLE SERVICES  
1905 LANA AVE NE, SALEM OREGON 97314

## SPECIAL REGISTRATION ORGANIZATION ANNUAL STATEMENT OF CONTINUING ELIGIBILITY

OAR 735-040-0045, 0080, 0100, 0115, and 0120 require a group or organization to file an annual statement with DMV certifying the organization continues to meet the requirements for special registration plates. To continue to qualify for plates, please complete the information below and return to DMV by: \_\_\_\_\_.

### NAMES AND ADDRESSES OF CURRENT OFFICERS OR DIRECTORS OF THE ORGANIZATION

NAME (PLEASE PRINT)	ADDRESS	DAY TELEPHONE NUMBER
NAME	ADDRESS	DAY TELEPHONE NUMBER
NAME	ADDRESS	DAY TELEPHONE NUMBER

### NAME AND ADDRESS OF ORGANIZATION'S AUTHORIZED REPRESENTATIVE

NAME	ADDRESS
EMAIL ADDRESS	DAY TELEPHONE NUMBER

To continue to qualify for special registration plates, I certify that this organization:

- Has an established membership that includes officers and bylaws;
- Is physically located in Oregon or has a chapter that is physically located in Oregon;
- If applying for a higher education special registration plate, continues to meet the qualifications for institutions of higher education under OAR 735-040-0115.

SIGNATURE OF AUTHORIZED REPRESENTATIVE OF ORGANIZATION / TITLE <b>X</b>	DATE
--	------

**For a nonprofit group representing an institution of higher education, please include written authorization from the institution that the nonprofit continues to have authority to act on its behalf.**

SIGNATURE OF INSTITUTION REPRESENTATIVE / TITLE <b>X</b>	DATE
---	------

### CHANGE OF ORGANIZATION INFORMATION

**Please describe the changes below:**

SIGNATURE OF AUTHORIZED REPRESENTATIVE OF ORGANIZATION / TITLE <b>X</b>	DATE
--	------

**Return this form to:** DMV Vehicle Programs, 1905 Lana Avenue NE, Salem OR 97314. If you have any questions, please email [VehiclePolicy@odot.oregon.gov](mailto:VehiclePolicy@odot.oregon.gov).