

Welcome to the Graphic Licence Plate Program. Here's your opportunity to promote your organization on Ontario licence plates.

Program Information

Wide Range of Organizations May Apply

All types of organizations may apply for entry into the Graphic Licence Plate Program. Any Canadian organization that meets the criteria and has an Ontario location may apply. Each application will be reviewed to ensure the organization meets with the ministry's participation requirements.

Categories

There are four categories in the program: Charity, Exclusive, General and Limited Series. Please see Pages 2 and 3 for further information. Choose the category that is right for your organization.

Participation Criteria

The application will be considered if the following criteria is met:

- Organization's headquarters can be outside of Ontario but must be in Canada, and the organization must have an Ontario location.
- Commercial logos are allowed provided that the applicant has rights to the logo without any ongoing legal issues, and provides the Crown with permission to display the logo on provincial government websites and on licence plates.
- Name and logo of the organization do not contain or imply any association with: other countries or states or representation of a political flag from any other country or state outside of Ontario; logos, coat of arms, country/state tartans, official floral/avian/arboreal emblems or other clearly identifiable graphics that depict or are connected with any other country, province or state.
- Exclusivity of distribution will be allowed provided that the applicant has rights to the logo and specifically requests exclusivity as a condition of participating in the program.
- In order to ensure both road user safety and to safeguard against the issuance of licence plates which could be offensive to individuals or groups or convey messages prohibited by human rights laws, no plate bearing a requested graphic shall be issued if the name, logo, activities or products and services of the organization expresses, implies, or appears to express or imply a message or meaning that in any way:
 - a. is sexual or has a sexual connotation
 - b. is abusive, obscene language or derogatory slang
 - c. refers to drugs or alcohol (exception: health and safety messaging)
 - d. refers to political figures, dignitaries or law enforcement officials
 - e. is violent or constitutes, condones or promotes criminal activity
 - f. constitutes, condones or promotes discrimination contrary to the Ontario Human Rights Code

Ce formulaire est disponible en français.

Applicant Information

Application Requirements

All applicants must:

- Complete an application form and provide a document proving valid legal entity status and if applicable, proof of registered charity status.
- Submit payment of \$250 administrative set-up fee with completed application (cheque to be made payable to the **“Minister of Finance”**). The \$250 fee is refunded if the organization is not accepted into the Graphic Licence Plate Program.
- Submit an electronic copy of their graphic logo to ServiceOntario. Artwork must be in JPEG electronic format, 300 dpi or higher. Whenever possible, pantone colours for the design should be provided with artwork. **Note:** design specifications are 8.89 cm (3 ½”) in height and 6.35 cm (2 ½”) in width with a maximum number of 5 colours.
- When the application has been reviewed, and if approved, the organization is required to sign a contract that sets out the terms and conditions for participating in the Graphic Licence Plate Program.
- Submit payment for minimum 200 sets of regular series graphic licence plates with signed contract.
- Once payment is received and the new graphic plates have been manufactured, your organization will receive 200 sets of plates for distribution.

Considerations When Completing the Application Form

Organization Category

On the application form, please indicate which category you choose. You may only choose one category. Combinations are not allowed. For more details on each of the four organization categories, please refer to the information on page 3.

All organizations must provide proof of valid legal entity status by submitting a copy of one of the following documents:

- Master Business Licence
- Articles of Incorporation
- Letters Patent

1. Charity category

- Must be a registered charity under the *Income Tax Act*.
- Must provide proof of registered charity status (i.e. Notification of Registration from Canada Revenue Agency).

2. General category

- All non-charity organizations. Includes community groups, professional groups, sports teams, universities and colleges, and commercial organizations.

3. Exclusive distribution category

- Organization that would like exclusive sales and distribution. Plates may be distributed to members only or to the public.

4. Limited Series distribution category

- Organization that would like exclusive sales and distribution for a one year time period. This category is generally for organizations celebrating a special event or anniversary.

Administrative Set-up Fee

If the \$250 administrative set-up fee is not included with your application, the application cannot be processed. Payment must be made by cheque payable to the **“Minister of Finance”**. This fee will be refunded if the applicant is not accepted into the program.

Graphic Logo

If confirmation of permission to use your logo is not provided, your application will be rejected. If an electronic copy of your logo is not included with your application, your application cannot be processed.

Organization Categories

Charities

- Annual contract automatically renewed
- \$250 set-up fee
- \$250 refunded if organization not accepted into program
- Initial 200 sets of regular series graphic plates minimum order
- The 200 sets of plates are delivered to the organization and registered to participant until sold/distributed by the organization and registered to end users
- 30 sets of plates minimum for subsequent orders
- No refunds for unsold plates
- No minimum annual plate sales to remain in program
- Sample plates & personalized plates with graphic are available
- Regular series graphic plates, personalized plates with graphic and sample plates with graphic available for sale through government channels
- Royalties paid on sales of regular series graphic plates & personalized licence plates with graphic
- Plate availability ongoing

General

- Annual contract automatically renewed
- \$250 set-up fee
- \$250 refunded if organization not accepted into program
- Initial 200 sets of regular series graphic plates minimum order
- The 200 sets of plates are delivered to the organization and registered to participant until sold/distributed by the organization and registered to end users
- 30 sets of plates minimum for subsequent orders
- No refunds for unsold plates
- Annual sales of 30 sets of plates minimum required to remain in program
- Sample plates & personalized plates with graphic are available
- Regular series graphic plates, personalized plates with graphic and sample plates with graphic available for sale through government channels
- No royalties
- Plate availability ongoing if annual minimum requirements met

Exclusive

- Annual contract automatically renewed
- \$250 set-up fee
- \$250 refunded if organization not accepted into program
- Initial 200 sets of regular series graphic plates minimum order
- All plates registered to organization until sold/distributed and registered to end users
- 30 sets of plates minimum for subsequent orders
- No refunds for unsold plates
- Participant must purchase 30 sets of plates sets minimum per year to remain in program
- Participant responsible for exclusive sales criteria and plate issuance
- Participant manages inventory and distribution
- Plates not available for sale through government channels
- Sample plates are available
- Personalized plates with graphic not available
- No royalties
- Plate availability ongoing if annual minimum requirements met

Limited Series

- One year contract, no renewal
- \$250 set-up fee
- \$250 refunded if organization not accepted into program
- Initial 200 sets of regular series graphic plates minimum order
- All plates registered to organization until sold/distributed and registered to end users
- 30 sets of plates minimum for subsequent orders
- No refunds for unsold plates
- No annual sales requirement
- Participant responsible for sales criteria and plate issuance
- Participant manages inventory and distribution
- Plates not available for sale through government channels
- Sample plates are available
- Personalized plates with graphic not available
- No royalties
- Plates only manufactured and available for order for a one year period

If you require further information, please contact GLPP@ontario.ca.