

**SENATE, No. 2095**

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**STATE OF NEW JERSEY**  
**214th LEGISLATURE**

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INTRODUCED JUNE 21, 2010

**Sponsored by:**

**Senator JENNIFER BECK**

**District 12 (Mercer and Monmouth)**

**SYNOPSIS**

Establishes professional sports team specialty license plates and dedicates net proceeds to General Fund.

**CURRENT VERSION OF TEXT**

As introduced.



S2095 BECK

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1 AN ACT concerning professional sports team specialty license  
2 plates and supplementing chapter 3 of Title 39 of the Revised  
3 Statutes.

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5 **BE IT ENACTED** by the Senate and General Assembly of the State  
6 of New Jersey:

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8 1. a. The Chief Administrator of the New Jersey Motor  
9 Vehicle Commission shall establish professional sports team  
10 specialty license plates. The commission is authorized to enter into  
11 licensing contracts or agreements with the appropriate entities  
12 representing professional sports teams for the design and sale of  
13 professional sports team specialty license plates. As used in this  
14 act, "professional sports team" includes, but is not limited to, teams  
15 and franchises associated with the National Hockey League; Major  
16 League Baseball Properties, Inc.; NASCAR; NFL Properties, LLC;  
17 and National Basketball Properties, Inc.

18 b. Upon proper application, the chief administrator shall issue a  
19 professional sports team specialty license plate for any motor  
20 vehicle owned or leased and registered in the State. In addition to  
21 the registration number and other markings or identification  
22 otherwise prescribed by law, the license plate may display wording  
23 and a design, including an emblem and color scheme, chosen by the  
24 chief administrator, in coordination with the professional sports  
25 team and its professional sports league.

26 c. In addition to the fees otherwise prescribed by law for the  
27 registration of a motor vehicle, the commission shall impose and  
28 collect a fee in an amount to be determined by the chief  
29 administrator for the issuance of professional sports team specialty  
30 license plates. The annual renewal of a registration certificate of a  
31 motor vehicle that has been issued professional sports team  
32 specialty team license plates shall be accompanied by an additional  
33 fee in amount to be determined by the chief administrator.  
34 Notwithstanding any law, rule, or regulation to the contrary,  
35 revenues derived from the additional fee imposed and collected for  
36 the issuance and renewal of professional sports team specialty  
37 license plates, less the amounts necessary to reimburse the  
38 commission for administrative costs pursuant to subsection d. of  
39 this section, shall be remitted to the General Fund.

40 d. Prior to the deposit of license plate fees collected pursuant to  
41 subsection c. of this section into the General Fund, amounts thereof  
42 as are necessary shall be used to reimburse the commission for costs  
43 reasonably and actually incurred, as stipulated by the chief  
44 administrator, for producing, issuing, renewing, and publicizing the  
45 availability of professional sports team specialty license plates,  
46 including the cost of any initial computer programming changes.

47 e. The chief administrator shall notify eligible motorists of the  
48 opportunity to obtain professional sports team specialty license

**S2095 BECK**

1 plates by including a notice with all motor vehicle registration  
2 renewals and by posting appropriate posters or signs in all  
3 commission facilities and offices.

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5 2. This act shall take effect immediately.

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**STATEMENT**

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10 This bill establishes professional sports team specialty license  
11 plates. The Motor Vehicle Commission is authorized to enter into  
12 licensing contracts or agreements with professional sports teams for  
13 the design and sale of these license plates. The commission may  
14 pursue agreements with professional teams and franchises including  
15 those with the National Hockey League, Major League Baseball  
16 Properties, Inc., NASCAR, NFL Properties, LLC, and National  
17 Basketball Properties, Inc.

18 The bill specifies that the commission will charge a fee, in an  
19 amount to be determined by the chief administrator, for the issuance  
20 and renewal of these specialty license plates. Revenues derived  
21 from these fees, less any amount necessary to reimburse the  
22 commission for administrative costs, will be deposited into the  
23 General Fund.

24 Motorists will be notified of the opportunity to obtain  
25 professional sports team specialty license plates by notices included  
26 in registration renewal materials and postings in all commission  
27 facilities and offices.