



Request for Expressions of Interest (REOI) – Affinity Licence Plates

Response Deadline: **May 19, 2017 at 5 p.m. PDT**

Reference 2017-042

[Affinity licence plates program](#)

Affinity licence plates are specialty licence plates that will uniquely reflect the character of a sponsoring organization by incorporating an identifying graphic (e.g., a logo) that represents them on a licence plate.

When the BC Parks plate was unveiled on January 29, 2016, Minister Todd Stone foreshadowed the expansion of an affinity licence plate program. ICBC is planning to introduce affinity licence plates with the first plates available for sale in early 2018.

[Purpose of the Request for Expressions of Interest \(REOI\)](#)

The purpose of this REOI is to gauge the level of interest among potential sponsoring organizations, which will help further guide ICBC in the affinity plate program development. Qualified sponsoring organizations who are interested in participating in the affinity licence plates program, as described in this REOI, are requested to complete and submit the online form to ICBC by May 19, 2017, 5 p.m.

[Who can qualify as a sponsor](#)

Nature of sponsor

To qualify, a sponsoring organization must be based in, or have business offices in BC, and whose reach is province-wide and falls into one of the following categories:

- A registered charity;
- A not-for-profit society incorporated under either BC's *Society Act* or *Societies Act*, or a Canadian not-for-profit corporation incorporated under the federal *Canada Not-for-Profit Corporations Act*;
- A BC-based university or college as defined under the BC *University Act* or the BC *College and Institute Act*; and/or,
- A commercial organization affiliated with a registered charity or not-for-profit organization.

Expected applicants for the program could include any one of the following:

- Registered charities and not-for-profit organizations based in BC or with business offices in BC;
- Professional and amateur sports teams located in BC (provided an affiliation with a registered charity or not-for-profit organization in BC exists);
- BC-based universities or colleges;
- Member-based organizations and other association professionals; or,



- Commercial organizations, or commercial organizations with business offices in BC who are affiliated with a not-for-profit organization or a charity.

Sponsor commitments

The sponsoring organization must commit to:

- Allocate all proceeds from affinity plate sales to the charity, non-profit, or to an associated charity or non-profit, or to the university or college;
- Have all necessary ownership or license rights to the identifying graphic to allow ICBC to use the graphic for the program;
- Provide ICBC with a refundable bond of \$5,000, representing the estimated initial cost of introducing a new plate series;
- Design a marketing plan to demonstrate how the organization would meet a 2,500 sales target for the plate within 3 years; and,
- Based on design criteria and or design template (to be developed), provide a proposed plate mock up that has province-wide appeal, and is non-partisan/non-controversial.

Who decides on whether to accept a sponsor and their plate

When a potential plate sponsor makes an application to the program, ICBC will do the initial analysis, administration and review of the applications that come in.

The final decision making model to approve sponsors is still under consideration and may include an affinity plates program committee, approval by delegated staff, or other model as directed by the government ministry responsible for ICBC.

Licence plate design and distribution model

The licence plate design parameters are still under consideration. ICBC recognizes that there will be many potential sponsors interested in profiling and raising funds their organization. The licence plate design must:

- be easily adaptable for different sponsors (i.e., standardized);
- be easily identifiable for law enforcement purposes;
- be unmistakable as a BC issued number plate; and,
- effectively serve to highlight the sponsor organization.

ICBC is seeking to make the affinity plate program accessible to a broad range of sponsors. Recognizing it is not practical, nor cost-effective to maintain a wide series of plates throughout ICBC's 900+ brokers, customers will order their preferred affinity plate on-line or with the assistance of a broker, with the plate delivered to their broker of choice.

Price for the plates

The fee/price to consumers for affinity plates is still under discussion. The intent of the program will be to generate revenues for the sponsor's chosen charity or not-for-profit organization, and to bring attention to and recognition of the sponsor's contribution to BC. All net proceeds from plate sales, after ICBC's systems and operational costs are deducted,



will go to the charity or not-for-profit organization, or to an associated charity or not-for-profit organization, or to the university or college as assigned by the sponsoring organization.

Vehicle eligibility

The plates will be made available for passenger motor vehicles, pick-ups, light commercial vehicles (those under 5,500 kg GVW) and motorhomes, representing a market of approximately 3 million vehicles.

Personalized affinity licence plates will not be available when the program is launched; however, this option may be considered in the future.

How to Respond

If you wish to participate in this opportunity to indicate your interest as a potential sponsor of an Affinity plate, please indicate your interest online at icbc.com. To ensure your voice and interest are included, and to help guide ICBC in the development of the affinity plate program, please respond by May 19, 2017.

Once the affinity plate program development has been finalized, ICBC will be soliciting formal applications to the program. Applications will be available to any potential sponsor, regardless of whether or not a potential sponsor has indicated their interest through this REOI opportunity.



Appendix 1: Respondent's Expression of Interest Response

By submitting a response to this REOI, the Respondent is indicating interest as a potential sponsor of an Affinity plate.

REOI responses are confidential, non-binding, and are designed to indicate the level of interest across the province in having an affinity licence plate developed.

Respondent's Company Information

Legal Name

Usual Name

Charity, Non-Profit, or Affiliated Charity or Non-Profit

Address

Street

City

Province

Postal Code

Phone Number

Website

Preferred Contact Information

Name

Title

Phone Number

Email

Comments

If you have additional information you feel is relevant, or if you have questions or comments on the proposed affinity licence plates program, please include below: