

THBEA Specialty License Plate Design Contest

Announcement via e-mail and posted to THBEA and TBA websites

Dear fellow TBA member,

We can now publicly display our support of beekeeping in Texas!

The Texas Honey Bee Education Association (THBEA) desires to partner with the Texas Department of Motor Vehicles (TxDMV) to produce a specialty license plate supporting honey bees.

The TxDMV specialty license plate program is well established with over 200 plates available. The program allows a motor vehicle owner to pay an additional \$30 fee over the normal registration cost for the original plate and every year thereafter when they renew the plate. This \$30 additional fee is distributed \$8 to Tx DMV and \$22 to a sponsoring state agency. In our case, we are in discussions to partner with the Texas Apiary Inspection Service (TAIS). If agreed, TAIS would then forward the money to THBEA for use in accomplishing its organizational mission to,

- support honey bee research,
- improve beekeeper education, and
- advance public awareness of honey bees.

By now, I'm sure you have done the math and realize that the specialty license plate program could generate significant funds for THBEA each year. One thousand individuals purchasing a specialty honey bee license plate would generate \$22,000 yearly for THBEA! The TxDMV funds would be in addition to the donations already received from beekeepers and those who support the beekeeping industry. We are excited about the additional possibilities!

THBEA is well on its way to completing the hurdles necessary to make a honeybee-themed specialty license plate a reality...and here is where our TBA membership comes in.

THBEA has two areas on the license plate where we can specify 1) a graphic, a design relating to Texas honey beekeeping, and 2) a legend (name, phrase, or slogan). We're asking TBA members and their immediate family members to participate in a contest to design the graphic and the legend. There are two separate contests, one for the graphic, and one for the legend. You may enter each contest as many times as you like.

The contest specifics are in the attached application. The fee is \$10 per entry which will go toward the \$8000 required deposit to make the Texas honey bee themed specialty plates a reality.

Contest entries must be received by 11:59 PM on Saturday, September 15, 2018.

If you have questions regarding the contest, please contact Roger Farr at 979.436.5310 or rdfarr@gmail.com.

The contest winners will have their graphic and legend submitted to TxDMV to be on the specialty license plate and will be featured in a future *TBA Journal* article.

Best wishes for Texas beekeeping creativity,

Roger D. Farr

Chairman, Texas Honey Bee Education Association

THBEA Specialty License Plate Design Contest Rules

Entry Eligibility

- Each entry must be from a TBA member or immediate family member; multiple entries, each on a separate entry form, are permitted without limit. TBA officers and directors, THBEA directors, and Contest Committee may not participate.
- To enter:
 - Send via USPS 1) a printed copy of your entry form and 2) a check (payable to THBEA) for \$10 for each entry to THBEA c/o Shirley Doggett, 400 CR 440, Thrall, Texas 76578.
 - Send via e-mail 1) an electronic copy of your entry form and 2) your entry (either graphic or legend) in Word, PDF, or jpeg format to both Contest Coordinator, Beth Derr at derrbe@netscape.net and THBEA Secretary, Leesa Hyder, at execsec@texasbeekeepers.org. If your entry is hand drawn or handwritten, please scan or take a picture into jpeg format before submitting via e-mail.
- The winning graphic must be delivered to THBEA in Adobe Photoshop (psd format), the software used by TxDMV.
- Entries must be received by 11:59 PM on Saturday, September 15, 2018.
- Entries not conforming to the TxDMV specifications listed below will not be considered.
- All entries become the property of THBEA and will not be returned.

Entry Specifications

- Each entry must have a completed entry form; please choose a random four-digit number to identify your entry; write this number on the entry form and, physically or electronically, on the entry itself.
- Each entry must be for either a graphic or a legend (name, phrase, or slogan text at the bottom of the plate).
- Each entry must conform to the TxDMV specifications for specialty plates, namely:
 - The graphic must be no larger than approximately 3.0 inches wide by approximately 4.2 inches tall and may be of any shape, size, and color; please note the exact spacing on the TxDMV specification plate, attached.
 - The background color of the THBEA license plate will be white. Using a white background will make it easier to pass the minimum contrast test performed by the TxDMV.
 - The legend may not exceed 26 characters including blanks; if a state name is used in the legend it must be Texas; the letters may be in any color; the font is Texas Block.
- A graphic entry must be on an 8.5 x 11-inch piece of white paper or in a Word, PDF, or jpeg document which can be printed on 8.5x11-inch paper.
- A legend entry must be submitted in a Word or PDF document format which can be printed on 8.5x11-inch paper.
- TxDMV will have final approval authority on any design and legend submitted by THBEA.

Contest Judging

- Beth Derr, Contest Coordinator, will select six additional TBA members to form the seven-member Contest Committee. THBEA board members are not eligible to serve on the Contest Committee.
- The Contest Committee will review all properly received and eligible entries with the identity of the submitter kept confidential via the four-digit number.
- The Contest Committee will select the top three entries in each category (graphic and legend) based upon creativity, clarity, originality, design, appropriateness for the intended purpose, and their personal judgment.
- All work done by the Contest Committee will remain confidential to THBEA.
- The THBEA Board of Directors will select the winner in each category from the top three entries; the Board may request the Contest Committee to provide additional submissions, beyond the top three, before making their decision.
- The decision of the THBEA Board will be final.
- The contest winner will be announced on or before October 1, 2018.

Attachments

- 1) Non-profit License Plate Specifications, 2) Samples of TxDMV approved specialty license plates, 3) Contest entry form

Texas Honey Bee Education Association

Specialty License Plate Design Contest

Entry Form

First name _____ Last name _____

I am entering a (select only one per form):

- Graphic, or
- Legend

Your random four-digit number _____.

Each entry must have a distinct and separate number; please display on the top right corner of your entry.

Preferred telephone number _____

Preferred e-mail address _____

Street address _____

City _____, State _____ Zip _____

Yes, I am a member of Texas Beekeepers Association (TBA), and my dues payment is current

Yes, I am an immediate family member of a TBA member, and their dues payment is current

Yes, I am 18 years of age or older, or

I am under 18 years of age, and my parent or legal guardian agrees and is signing this entry form for me

I understand that my entry must conform to the TxDMV specifications and must be received by THBEA on or before 11:59 PM on, Saturday, September 15, 2018 to be considered an eligible entry.

I affirm that I have full and complete control of the copyright for my entry and that I did not infringe the copyright of another individual or organization.

I further understand that my entry will become the property of THBEA and that THBEA may use my entry in any way it desires to accomplish its philanthropic mission. I will retain no rights, whatsoever, to my creative work.

If I am selected as a winner in the contest I will have an opportunity to tell my beekeeping story and have my picture in *the TBA Journal*, a publication of the Texas Beekeepers Association.

Date _____

Entrant signature _____ Entrant printed name _____

If required: Parent or legal guardian signature _____


Parent or legal guardian printed name _____

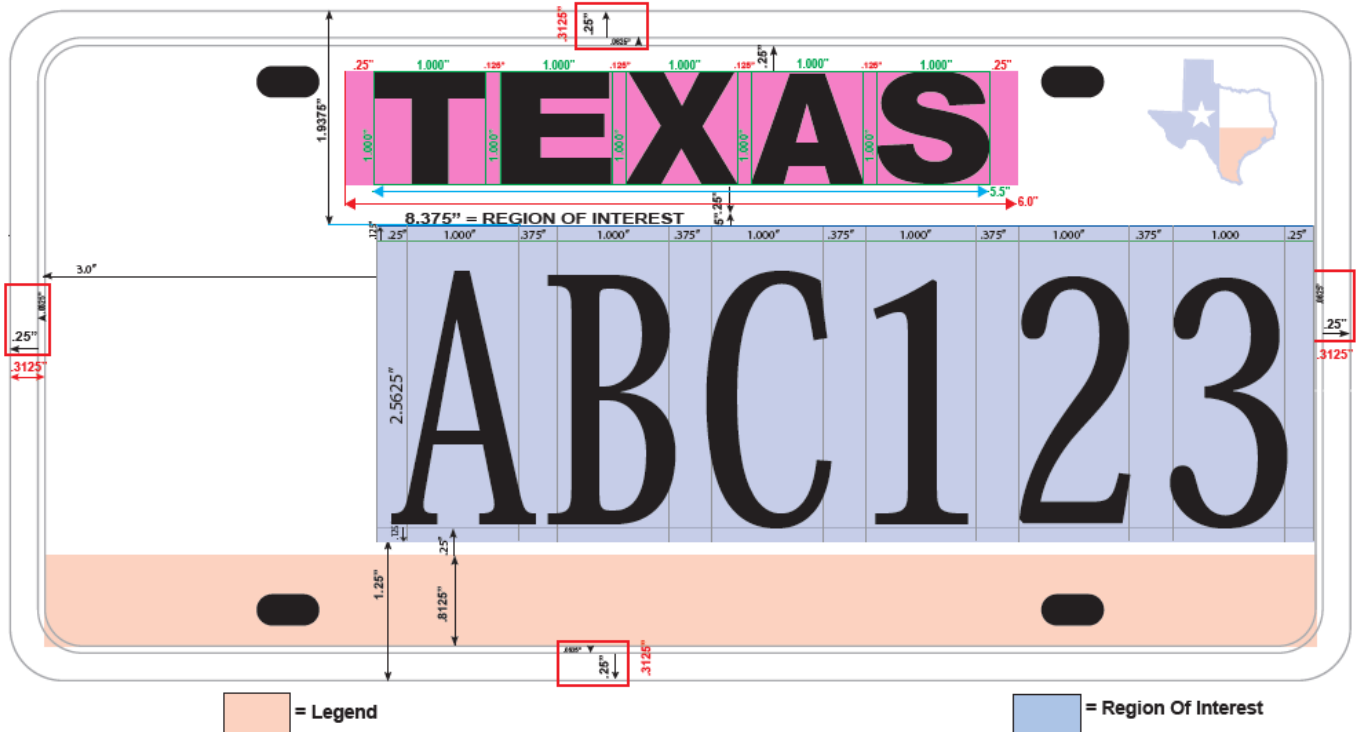
TxDMV Specialty License Plate Specifications

NON PROFIT LICENSE PLATE SPECS - 6 characters -

Jurisdiction (default color is black) - [1 inch characters] [.125 spacing between characters]

Region of Interest (default color is black) - [6 - 1 inch characters] [.375 spacing between characters]

 = Jurisdiction



Sample approved TxDMV specialty license plate

You may find additional samples at <http://www.txdmv.gov/motorists/license-plates/specialty-license-plates>; THBEA has decided to use the six-character plate design

