

## VIRGINIA DEPARTMENT OF MOTOR VEHICLES NEW SPECIAL LICENSE PLATE DEVELOPMENT

### Sponsor Information for Special Interest Groups and Military

Legislation approved by the Virginia General Assembly and Governor authorizes the issuance of all special license plates. [Contact your legislator](#) to discuss the possibilities of sponsoring a new special license plate for Virginia. Once you receive confirmation of support from your legislator (Senator and/or Delegate), contact [DMV License Plate Development](#) for additional information to assist you in creating your plate.

Most special interest and military plates require a minimum of 450 prepaid applications before the General Assembly will agree to authorize them. Keep your legislative sponsor updated on your progress while collecting the applications. The General Assembly session starts in January of each year. Once the license plate bills pass and are signed by the Governor, the effective date of authorization to issue the plates is July 1 of the same year. State law requires you to submit your prepaid applications within 30 days from the effective date of the authorization.

If the applications are not submitted within 30 days, your plate's authorization will expire, the prepaid applications must be refunded, and you will have to obtain a new authorization from the General Assembly before your plate may be issued.

### **Sponsorship Requirements**

Unless otherwise required below, all submissions may be by [e-mail](#), [fax](#), or [mail](#), as necessary.

- [Determine](#) whether your plate will be non-revenue sharing or revenue sharing.
- Facilitate, if required, the [collection](#) of 450 or more prepaid applications from applicants with active vehicle registrations. Applicants must use DMV's [License Plate Application](#) (VSA 10).
- Submit prepaid applications, within 30 days from the effective date of your plate's authorization, to:

**Virginia DMV  
License Plate Development – Room 423  
2300 West Broad Street  
Richmond, VA 23220**

- Submit formal written authorization for use of the design and logo on the license plate.
- Submit the original raw files of the license plate [design](#) in a vector base program (Adobe Photoshop or Illustrator, CS3 version or earlier).
- Coordinate the design approval process.

### **Plate Fees (plate fees are usually annual)**

Non-Revenue Sharing: \$10 Non-Personalized or \$20 Personalized

Revenue Sharing: \$25 Non-Personalized or \$35 Personalized

Revenue sharing is outlined in Virginia Code § 46.2-725(D) and controlled by the individual plate authorization. Typically, after 1,000 qualifying plate sales, \$15 of every \$25 collected will be returned annually to support your organization's initiatives. The General Assembly determines whether the revenues are to be shared with entities or organizations that (i) provide to the Commonwealth or its citizens a broad public service that is to be funded, in whole or in part, by the proposed revenue sharing special license plate authorization and (ii) are at least one of the following:

1. A nonprofit corporation as defined in § 501 (c) (3) of the United States Internal Revenue Code;
2. An agency, board, commission, or other entity established or operated by the Commonwealth;
3. A political subdivision of the Commonwealth; or
4. An institution of higher education whose main campus is located in Virginia.

## **Collection and Submission of Prepaid Applications**

As a plate sponsor, if required, you will be responsible for collecting the prepaid applications and fees and submitting them to DMV. DMV cannot accept applications submitted directly from applicants. All applications must be made on the [License Plate Application](#) (VSA 10), which can be downloaded and reproduced. You may alter the application by replacing the information in **Purpose** and **Instructions** at the top of the form with information specific to your organization and **Additional Information** on the back of the form may include pertinent information about your plate. **No other changes may be made to the application.** If certification is required in order to receive the license plate, your organization must verify, approve, and attach the appropriate certification to each application. Only collect the license plate fee; the cost of the vehicle registration/renewal is not part of this process. Your organization cannot pay the plate fee for the applicants. The International Symbol of Access (ISA), also known as the disabled symbol, is available for all special license plates upon request. Applications for souvenir license plates will not be accepted.

One of the best financial suggestions for collecting plate fee payments DMV can make, based on the experience of other sponsors, is to simply collect the prepaid applications and deposit the monies in a special non-interest-bearing account. Be sure to keep accurate documentation of applications and payment and follow these steps when submitting your applications:

1. Submit one check to DMV along with the applications;
2. Separate the applications into three batches with a cover sheet for each batch displaying the total application count and dollar amount as follows:
  - New personalized plates
  - Non-personalized plates
  - Retaining personalized plates

The total dollar amount for all the batches should be the same as the amount written on the check.

**NOTE: Retaining personalized plate - if the applicant already has a personalized plate and wishes to put the same character combination on the new plate, the character combination must be recorded in the boxes provided on the application. Be mindful, the retaining character combination must be able to fit on this new license plate. Although the application has eight boxes for the PERSONALIZED LICENSE PLATE CHOICES, your plate will only hold six if it has a logo. Without a logo, it will hold 7 ½. The cost will be the same as a new personalized plate.**

All applications must be current. Those that cannot be processed will be returned to you, so that you can contact the applicant and resubmit an updated application. For additional questions and information on the application process, contact [DMV License Plate Development](#).

## **Submission of Electronic Media Artwork**

You will be required to provide up to a four-color electronic camera-ready design. Submit original raw files in a vector base program (Adobe Photoshop or Illustrator, CS3 version or earlier). The logo size should not exceed 2 ¼ x 3 inches. It can be positioned on the left, right, or center. For more details, visit the [Conventional License Plate Design Resources](#) page on [3M's website](#) and view the **Conventional License Plate Design Specifications** (PDF). To review DMV's existing plate designs, visit us at [www.dmvNow.com](http://www.dmvNow.com) and, under the heading **Online Transactions**, select **Plate Purchase**, where you will see more than 200 different plates.

Once the applications have been submitted, DMV will provide a metal prototype for your approval. Preliminary unapproved designs used for marketing purposes should have a disclosure informing potential applicants that the designs may be subject to minor changes pending DMV approval.

## **Plate Numbering and Longevity**

The numbering system for these special license plates is usually four numeric and two alpha characters for a series. Example: 1001ZZ – 9950ZZ or ZZ1001 – ZZ9950. An applicant requesting personalization may receive up to six characters.

**For Special Interest Groups ONLY:** No additional plates shall be issued or reissued if, after five years, there are fewer than 200 active sets of plates on the road.

**DMV Time Line**

The estimated periods for the development and issuance process are:

Receive prepaid applications, logo use agreement and plate design. Review and approve plate design.	8 weeks
Submit plate design to vendor and receive prototype.	6 to 8 weeks
Emboss the prototype and receive approvals from DMV, the sponsor, and State Police (when necessary).	8 weeks
Order and receive the sheeting for printing.	8 to 10 weeks
Provide system requirements, communication updates, make and mail plates to customer.	3 to 4 weeks
<i>Nine months is an approximate period for "best case" scenario with no delays.</i>	

For further information, please contact DMV License Plate Development:

E-mail: [carolyn.easley@dmv.virginia.gov](mailto:carolyn.easley@dmv.virginia.gov)

Phone: (804) 367-0368

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License Plate Development – Room 423

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