



VIRGINIA DEPARTMENT OF MOTOR VEHICLES NEW SPECIAL LICENSE PLATE DEVELOPMENT

Sponsor Information for Special Interest Groups and Military

Before consideration of any special license plate authorization, the individual, group, organization, or entity seeking the authorization must demonstrate to the satisfaction of the General Assembly that they meet the statutory issuance requirements, which includes having collected 350 or more prepaid applications (i.e., application and plate fee). The special license plate statute can be found in the Code of Virginia, § [46.2-725](#).

Following are instructions to assist you with the collection of the 350 prepaid applications.

1. Determine the proposed cost of the special plate.
 - a. Non-revenue sharing plates generally have a \$10 annual fee.
 - b. Revenue sharing plates generally have a \$25 annual fee and the revenue is shared with an entity or organization. After the sale of 1,000 sets of plates, the Department of Motor Vehicles (DMV) shares \$15 of every \$25 with the specified entity or organization.

When reviewing revenue sharing plates, 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:

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

No revenue sharing special license plate authorization will be approved if, as determined by the General Assembly, it does not meet the above criteria. For more information, refer to the Code of Virginia, § [46.2-725](#), subsection D.

2. If the applicant desires a personalized plate, which requires a \$10 annual fee, that money must also be included with the prepaid application.

NOTE: 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 and the \$10 annual fee to personalize the plate is still required.

3. The International Symbol of Access (ISA), also known as the disabled symbol, is available for all special license plates upon request.
4. Each prepaid application must be on a form prescribed by DMV and the applicant must own and maintain an active registration for the vehicle listed on the application. The DMV prescribed form is the License Plate Application (VSA 10) and is located under Forms and Publications on DMV's web site at www.dmvNOW.com.

NOTE: All applications collected must be for active vehicle registrations; therefore, applications for souvenir license plates cannot be included in the required 350 prepaid applications.

5. Based on the experience of other sponsors, we recommend that you deposit the prepaid application monies in a special non-interest bearing account. We also recommend that the plate sponsor keep accurate documentation of applications and payment.
6. When collecting the 350 prepaid applications, it is strongly advised that you provide the perspective applicant a document that details:
 - a. Information about the plate
NOTE: Any unapproved design that is used for marketing purposes should have a disclosure statement informing potential applicants that the design has not been officially approved by DMV and is subject to minor changes.
 - b. The legislative requirements
 - c. How you will handle the application and payment if you are unable to collect 350 prepaid applications and/or the plate is not authorized
 - d. The special license plate sponsor contact information

Additional detailed information about the special license plate development process follows.

Special License Plate General Information

After the General Assembly and the Governor approve the special license plate legislation, you must submit to DMV the 350 prepaid applications within 30 days of authorization, which starts July 1. If you do not submit the applications within 30 days, authorization to develop and issue the plate will expire and DMV will not issue the plate. To obtain reauthorization to develop and issue the plate, you may contact your legislator to restart the process.

When the special license plate becomes law, the plate sponsor must complete the following requirements.

Special License Plate Sponsor Requirements

1. Submit to DMV the 350 or more prepaid applications. If certification (i.e., organizational membership) is required in order to receive the license plate, the sponsor must verify, approve, and attach the certification to each application.
 - a. All applications must be current. Any application that cannot be processed will be returned to the sponsor. The sponsor must contact the applicant and resubmit an updated application.
 - b. Submit to DMV one check along with the applications.
 - c. Separate the applications into three batches with a cover sheet for each batch displaying the total application count and dollar amount as follows:
 - Requesting personalized plate
 - Retaining personalized plate
 - Non-personalized plates

The dollar amounts for all batches should be the same as the amount of the check that you submit to DMV.
2. Provide formal written authorization for use of the design and logo on the license plate.

3. Provide electronic media artwork for license plate design in vector form such as Adobe Illustrator.
 - a. The sponsor must provide up to a four-color paper and electronic design of the license plate in vector format, such as Adobe Illustrator (especially logos and typefaces). When photos and original drawing designs are required, they may be submitted in Adobe PhotoShop. For more details, please review 3M's website at www.3M.com/tss, select License Plate Designers, select Conventional License Plate Design Resources and then select the Conventional License Plate Design Specifications PDF.
 - b. DMV will provide a metal prototype of the plate design that must be approved by the sponsor and DMV.
4. Coordinate the design approval process.

Special License Plate Numbering and Longevity

The numbering system for special license plates is usually four numeric and two alpha characters for a series. Example: 1001ZZ – 9950ZZ or ZZ1001 – ZZ9950. Personalized plates may have up to six characters.

No additional plates shall be issued or reissued if after five years there are fewer than 200 active sets of plates on the road. However, this does not apply to military plates.

DMV Time Line for Issuing New Special License Plate

The estimated timeframes for the license plate development and issuance process from the effective date of the legislation 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 (if necessary).	8 weeks
Order and receive the sheeting for printing.	8 to 10 weeks
Applications processed, plates produced and mailed to customer.	6 weeks
<i>Nine months is an approximate timeframe for "best case" scenario with no delays.</i>	

For further information, please contact Carolyn Easley, Special Plates Program Coordinator, DMV Special License Plates, at (804) 367-0368, or e-mail her at carolyn.easley@dmv.virginia.gov.

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