

plate sales, DMV will return \$15 of every \$25 collected annually to the designated entity. The entity must (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) be 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.

Step 2.

The **legislator** is asked to provide written acknowledgement of support to the sponsor by completing the DMV Acknowledgement of Support (VSA 155) form which the sponsor will provide to DMV. The acknowledgement identifies the sponsor's contact information, plate revenue type and fee, and DMV contact information for consultation.

Who provides the application? DMV will provide access to the Preorder Request (VSA 10D) application as part of the consultation process. The application is required by law, created and distributed by the DMV License Plate Development Office.

Who is responsible for collecting the Preorder Request applications and payment? The sponsor is responsible for all collections and submissions to DMV.

When does the legislator need verification that the sponsor has collected the required 450 Preorder Request applications and payment?

This is at the discretion of the legislator; however, in general, all applications should be collected prior to the start of the General Assembly session during which the authorizing legislation will be offered. The sponsor is responsible for updating the Legislator and DMV on the collection progress.

Step 3.

The **sponsor** contacts the DMV License Plate Development Office to submit the completed Acknowledgement of Support (VSA 155) form provided by their legislator. Once received, DMV will provide the Preorder Request application. DMV consultation will be ongoing throughout the entire license plate development and implementation process.

How does the sponsor contact DMV License Plate Development? E-mail PlateDevelopment@dmv.virginia.gov, or fax to (804)367-6379.

How does the sponsor submit the Acknowledgement of Support (VSA 155) form? The form can be submitted by emailed, faxed, or mailed to:
DMV License Plate Development
Room 322
P.O. Box 27412
Richmond VA 23269-0001

What is included in DMV consultation?


Information and advice on all aspects of the plate development process, including guidance on collecting and submitting the Preorder Request applications and payment, review of information documents, answers to questions and concerns received from applicants, license plate design requirements and review, etc. During this period, the sponsor shall provide an accurate monthly count of applications collected to DMV.

Frequently Asked Questions about Collecting Prepaid Applications

1. **Can the sponsor pay the license plate fee for the applicant?** No. The applicant is responsible for submitting the application and payment to the sponsor.
2. **Can someone else complete and sign an application for a vehicle owner?** No.
3. **Does the sponsor collect the vehicle registration renewal fee?** No. The registration renewal fee is not included. The sponsor must only collect the plate and personalization fee, if applicable.
4. **Will the applicant pay for this plate every year?** Yes. Usually the plate fee is annual.
5. **On what motor vehicles can the applicant use this plate?** The plate may be displayed on passenger cars, multipurpose vehicles (i.e. Jeeps, Blazers, and motor homes), vans, light duty/pickup trucks, and motorcycles.

6. **Can this plate be used on a leased vehicle?** Yes.
7. **Can the applicant order a souvenir plate?** No. Souvenir plates are not included as part of the required prepaid applications; however, souvenir plates will be available after DMV begins issuing the plates.
8. **Can the applicant request the International Symbol of Access (ISA, aka wheelchair) on this plate?** Yes. The ISA symbol (which indicates disabled parking privileges) can be requested.
9. **Can the applicant transfer his existing personalized license plate number to the new plate?** Yes. This can be done, as long as the plate number does not exceed the maximum characters assigned to the plate.
10. **What if the applicant needs to update the application before it is processed (e.g., vehicle sold, address change, etc.)?** The applicant should submit a new application along with a brief explanation to the sponsor. If update was due to an address change, the sponsor should remind the applicant to contact DMV directly to process a vehicle record address change.
11. **How long will it take for DMV to process the applications?** After the bill passes and is signed by the Governor and becomes effective, and the 450 applications and payment are submitted to DMV, it will take approximately nine months to process the applications and mail the new plates, decals, and vehicle registration to the customers.

Estimated Timeline
SPONSOR – Contact legislator to request support for a new license plate bill. 1 DAY
LEGISLATOR – Consult with sponsor and necessary personnel. Complete DMV form Acknowledgement of Support (VSA 155) and send to the sponsor. 4 WEEKS
SPONSOR – Submit the completed DMV forms, Acknowledgement of Support (VSA 155) and Plate Sponsor (VSA 154), to DMV License Plate Development office. 1 DAY
DMV – Receive and review submissions and send a Preorder Request (VSA 10D) license plate application to the sponsor. 3 DAYS
SPONSOR – Collect a minimum of 450 Preorder Request applications and payment. Verify collection with legislator prior to the General Assembly session in January. 9 – 12 MONTHS
DMV – After the bill is authorized and signed by the Governor and becomes effective, receive and review applications and payment, logo use agreement and plate design from the sponsor. 8 WEEKS
DMV – Submit plate design to vendor and receive metal prototype. 4 – 5 WEEKS
DMV – Prepare and receive metal prototype approvals (sponsor, DMV Commissioner, State Police, and toll road facility). 8 WEEKS
DMV – Order and receive the sheeting for printing. 8 – 10 WEEKS
DMV – Provide system requirements, communication updates, process applications (when required), make and mail plates to customer. 3 – 4 WEEKS
<i>The entire process may take up to two years.</i>


www.dmvNow.com
 Virginia Department of Motor Vehicles
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 Richmond, Virginia 23269-0001

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Creating Special Interest or Military-Related License Plates in Virginia

Virginia law requires the General Assembly to authorize the issuance of any new special interest or military-related license plates. The Department of Motor Vehicles (DMV) develops and issues the new license plates after 450 or more prepaid applications for the plates are submitted to the agency within 30 days of the effective date of the legislative authorization. DMV has developed this guide to help clarify the authorization and development process.



Step 1.

The **sponsoring entity/constituent (sponsor)** contacts their legislator to request support for a license plate bill, explaining why the license plate is important, the intended name for the plate, and the proposed revenue type.

What is revenue type? The *Code of Virginia* authorizes license plates that share revenue with eligible entities (“revenue sharing”) and those that do not (“non-revenue sharing”). In general, an annual plate fee of \$25 applies to revenue sharing plates, while an annual fee of \$10 applies to non-revenue sharing plates.

What is revenue sharing? The General Assembly can designate an eligible entity to receive a portion of the annual plate fees paid for certain license plates. After 1,000 qualifying