

VIRGINIA DEPARTMENT OF MOTOR VEHICLES NEW SPECIAL LICENSE PLATE DEVELOPMENT

Sponsor Information for Cities, Counties or Towns

Legislation approved by the Virginia General Assembly and Governor authorizes the issuance of all special license plates. State law allows any Virginia county, city, or town to apply directly with DMV for the development of license plates bearing those entities' seal, symbol, emblem, or logotype. The plate may be a joint venture for more than one locality, when each local governing body agrees to the design and issuance fee. You may apply for either a revenue sharing or non-revenue sharing plate and will be required to collect and submit 350 prepaid applications before DMV can issue your plates.

In addition, a county, city, or town may request the development of license plates to commemorate the twenty-fifth or subsequent anniversary, in 25-year increments, of its establishment in the Commonwealth. DMV will offer your non-revenue sharing anniversary plates for five years from the date it issues the first plate. After five years, existing plates issued to citizens will be eligible for renewal and/or transfer to another vehicle, but no new plates will be issued.

Contact [DMV License Plate Development](#) for additional information to assist you in creating your plate.

Sponsorship Requirements

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

- Send a formal request on official letterhead from the governing body (or bodies) to develop a new special license plate.
- Determine whether your plate will be non-revenue sharing or revenue sharing.
- Submit formal authorization from the governing body (or bodies) if participating in the Revenue Sharing Program.
- Facilitate the [collection](#) of 350 or more prepaid applications from applicants with active vehicle registrations. Applicants must use DMV's [License Plate Application](#) (VSA 10).
- Submit prepaid applications to:

Virginia DMV
License Plate Development – Room 322
2300 West Broad Street
Richmond, VA 23220

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

NOTE: The formal request and authorizations can be combined.

Plate Fees (plate fees are usually annual)

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

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

Collection and Submission of Prepaid Applications

As a plate sponsor, you will be responsible for collecting the prepaid applications and fees and submitting them to DMV. 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 locality 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 locality 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 locality 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. Create and submit original raw files in a vector-based program (Adobe Photoshop or Illustrator). The logo size should not exceed 2 ¼ x 3 inches. It can be positioned on the left or right. The standard font, color (blue), and location of VIRGINIA (positioned at the top of the license plate) must be maintained. If you need more details, visit the [Conventional License Plate Design Resources](#) page on 3M's website (www.3M.com/tss), and view the **Conventional License Plate Design Specifications** (PDF). To review DMV's existing plate designs, visit us at 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. Your plate is also subject to review and approval by the Virginia State Police and Richmond Metropolitan Authority to ensure the background color/graphics do not interfere with the ability to read the license plate number by either law enforcement or toll authorities. Preliminary unapproved designs used for marketing purposes should have a disclosure statement informing potential applicants that the designs may be subject to 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.

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

Phone: (804) 367-0368

Fax: (804) 367-1096

Mail: Virginia DMV

License Plate Development – Room 322

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