



# Georgia Department of Revenue - Motor Vehicle Division

Attn: Sponsor Plate Coordinator, 4125 Welcome All Road, Atlanta, Georgia 30349  
 Telephone: 1-855-406-5222 | Website: <https://dor.georgia.gov/>



## Specialty License Plate Approval Process Checklist

This checklist is to be used by a sponsor who is interested in requesting the manufacture of a specialty license plate to commemorate an association, group, institution, or organization. Please complete this checklist based on the type of specialty license plate you intend to have manufactured: revenue sharing or non-revenue sharing.

In accordance with O.C.G.A. § 40-2-60.1, specialty license plate requests are administered as outlined below.

Approval Process and Required Documents	Revenue Sharing <sup>1</sup>	Non-Revenue Sharing <sup>2</sup>
<b>Step 1: Initial Inquiry</b>		
<p><b>Submit Letter of Intent (sample available on the Department’s website).</b> This letter should be on sponsor letterhead and must indicate if applying for a Revenue Sharing or Non-Revenue Sharing specialty license plate.</p> <p><b>Please note:</b> (1) Your organization cannot accept applications and/or payments for your specialty license plate until your organization has received a signed copy of the Specialty Plate Agreement from the Department. (2) Legislative approval is required to authorize the manufacture of a Revenue Sharing specialty license plate (see Step 4A).</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>Review the Digital License Plate (DLP) Design Guidelines.</b> We recommend using the Digital License Plate Design Guidelines to produce a mockup of the proposed license plate.</p>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Step 2: Sponsor Application</b>		
<p><b>Submit required forms, legal documents, and agreements for approval:</b></p>		
<p><b>1. Two (2) original, signed, and completed Specialty Plate Agreements.</b></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>2. A completed Contact Information Form.</b></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>3. Digital file(s) for the proposed license plate design.</b> Using the Digital License Plate (DLP) Design Guidelines, submit an electronic version of the proposed license plate design in the file formats indicated.</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>4. Image Release Form / Letter indicating a legal right to use image or logo on license plate design / Letter of Permission (intent) for logo duplication.</b> This document should be submitted on the letterhead of the sponsor/institution.</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>5. Bond or Prepayment.</b> Unless your organization is a Georgia-based college or university or a Georgia government agency, you must provide either a bond or prepayment. The prepayment option allows your organization to move forward without collecting 1,000 prepaid applications.</p> <p style="margin-left: 20px;"><b>A. Bond in the amount of \$50,000.</b> The bond protects individuals who pay you the \$25 prepaid application fee to order a plate. You must obtain 1,000 pre-registration applications.</p> <p style="margin-left: 20px;"><b>B. Prepayment of \$25,000.</b> Your organization may pay for all of the required 1,000 pre-registration applications. If the number of registered plates is below the 500 minimum at any time after two years from the signed agreement, the manufacturing of plates will cease. <b>No extensions or refunds of the \$25,000 prepayment will be permitted.</b></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>6. General Liability Insurance in the amount of \$300,000.</b> Unless your organization is a Georgia government agency or a Georgia-based public college or university, you must provide proof of general liability insurance listing the Georgia Department of Revenue as a joint loss payee. This insurance is required and must be carried as long as the plates are in existence.</p>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>7. Non-Profit Organization Verification (if applicable).</b> A copy of the organization’s 501(c)(3) letter issued from the U.S. Internal Revenue Service is acceptable.</p>	<input type="checkbox"/>	<input type="checkbox"/>

<sup>1</sup> Revenue sharing means revenue from the registration and renewal of plate can be shared with an organization which sponsors a plate.

<sup>2</sup> Non-revenue sharing means revenue from the registration and renewal of plate cannot be shared with an organization which sponsors a plate.



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**8. Use of Funds Statement.** This document or letter requires details of the intended use of the funds that will be distributed to the organization. Note that funds will be sent by ACH.

N/A

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<b>Step 3: Applications, Manufacturing Fees and Samples</b>		
<p><b>Collecting Preregistration Applications and Manufacturing Fees.</b> The next steps depend on whether you chose the <b>bond</b> or <b>prepayment</b> option in Item 5 of Step 2.</p> <p><b>A. Bond Option.</b> After you receive a copy of the Specialty Plate Agreement signed by both parties, you may begin collecting the preregistration applications from individuals. You shall collect applicant information and the \$25.00 manufacturing fee from each preregistration applicant. The organization must submit applicant information and a \$25,000 check made payable to the Georgia Department of Revenue <u>within 2 years</u> after Department approval of the agreement or else the monies must be returned to the preregistration applicants.</p> <p><b>B. Prepayment Option.</b> If you chose not to purchase a bond, submit a \$25,000 check made payable to the Georgia Department of Revenue to cover the manufacturing fee for 1,000 preregistration applicants. If you issue vouchers to your organization's supporters, they may only redeem the voucher at their local county tag office <u>within two years</u> after the plate becomes available.</p> <p><b>NO REFUNDS</b> - Once paid, you will <u>not</u> receive a refund of the \$25,000 payment or any portion, whether it is paid under the Bond Option or the Prepayment Option, even if you are unable to complete all steps of the process due to circumstances beyond your control and even if the plate is discontinued for lack of customer demand. Once manufacturing begins, if the total number of registered plates falls below 500, manufacturing of plates will cease.</p> <p><b>Submission of manufacturing fees for Revenue Sharing specialty license plates must be made to the Department <u>before</u> you request legislation.</b></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>Review and approve license plate samples.</b> You will receive an electronic proof and two license plate samples. On the back of the plate samples, you will find a sticker which requires your signature and final approval of the license plate design. Sign and return both plate samples to the Sponsor Plate Coordinator.</p>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Step 4A: Legislative Approval (O.C.G.A. § 40-2-86) for Revenue Sharing Specialty License Plates ONLY</b>		
<p><b>Contact a Representative or Senator of the Georgia General Assembly.</b> After receiving a letter of approval/certification from the Department verifying your organization has satisfied all requirements, you will need to request for a bill to be introduced on behalf of your organization to qualify for a revenue sharing specialty license plate. This process follows the Constitutional process for all bills: affirmative votes by both chambers of Georgia's General Assembly and Governor's signature.</p> <p>-----</p> <p><b>Please note:</b> The Department does not participate in this stage of the process. The Department does not advocate on behalf of or against an organization's plate during the legislative process.</p>	<input type="checkbox"/>	N/A
<b>Step 4B: Production</b>		
<p><b>Congratulations!</b> Actual production will begin after the Department has notified the sponsor and all county tag offices of the specialty license plate's approval and instruction to go live with the license plate.</p> <p>-----</p> <p><b>Please note:</b> A minimum of 500 registered plates is required at any given time. Failure to maintain this minimum will result in a halt of the production of new plates.</p>	<input type="checkbox"/>	<input type="checkbox"/>

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**Frequently Asked Questions (FAQs)**

**Questions:**

**Answers:**

**Our plate design has been approved and we are ready for manufacture. What is the next step?**

Once your plate sample has been approved by the Department, you will receive 3 exact plate samples of your new plate. On the back of 2, you will see stickers that require your signature, signifying your final approval of the design. Return both signed plates to the Sponsor Plate Coordinator.

**When will the new plate information be placed on the Department's website?**

The Motor Vehicle Division will place your organization's new plate image on the Department's website once the new plate is ready for issuing. Our website will also reference a link to the sponsor's website.

**How long will it take for a member of our association, group, institution, or organization to get a plate when they walk into their county tag office?**

Upon purchase of your plate, a member will be issued a temporary operating permit (TOP) then mailed their license plate within 5-7 business days with a random combination of 3 letters and 3 numbers. The customer will pay the special tag fee of \$35 and a \$25 manufacturing fee, in addition to normal tag fees and ad valorem tax (if required).

**Are there any long-term requirements?**

Yes. All specialty license plates must meet the necessary minimum of 500 registered plate count as required by law. Revenue sharing plates are additionally subject to an annual audit to ensure that the funds are used appropriately.