



## Georgia Department of Revenue - Motor Vehicle Division

Attn: Sponsor Plate Coordinator

4125 Welcome All Road, Suite 210, Atlanta, Georgia 30349

Telephone: 1-855-406-5222 | Website: [www.dor.georgia.gov](http://www.dor.georgia.gov)



### Specialty/Sponsor Tag Requirements Process

**IMPORTANT:** Any sponsor interested in requesting the manufacture of specialty tags commemorating an Association, Group, Institution, or Organization should follow the process outlined below.

Please review O.C.G.A 40-2-60.1 and O.C.G.A 40-2-86 for Specialty License Plates (Tags) options and requirements.

#### Documents or Steps Required

##### Step 1: Initial Inquiry/Registration

- Letter of Intent from Sponsor** (Sample available on the DOR website). The letter should be on sponsor letterhead and must indicate if this application will be for a Revenue or Non-Revenue Sharing License Plate (Tag).
  - Non-Revenue Sharing** - Applies to sponsors who are not eligible for revenue sharing (i.e., not an in-state college or have not had a bill passed authorizing revenue share).
  - Revenue Sharing** - Applies only to in-state Georgia colleges and for sponsors who have a legislative bill passed.
- Review of the Digital License Plate (DLP) Design Guidelines.**

**Please Note:** Your organization cannot accept applications and/or payments for your specialty license plate until the organization has received a Department of Revenue signed copy of the Specialty Plate Agreement.

##### Step 1A: Legislative Approval (O.C.G.A 40-2-86) - Revenue Sharing License Plates ONLY

This type of Specialty plate allows for a portion of the revenue generated from the registration and renewal to be shared with a valid non-profit organization which sponsors the plate/tag.

- Contact a Representative or Senator of the Georgia General Assembly.** You will need to arrange for a bill to be introduced on behalf of your organization in order 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. We recommend using the Digital License Plate Design Guidelines to produce a mockup of the license plate image.

**Please Note:** The Department of Revenue does not participate in this stage of the process. The DOR does not advocate on behalf of or against an organization's plate during the legislative process. This step must be completed before moving to Step 2.

##### Step 2: Required Forms, Legal Documents and Agreements

- Two (2) original signed and completed agreements for approval.**
- A completed Contact Information Form.**
- Digital design file(s) of proposed license plate.** Using the Digital License Plate (DLP) Design Guidelines, submit an electronic version of the proposed license plate in the file formats indicated. Please follow the design specifications noted.
- Image Release Form or letter indicating a legal right to use image or logo on license plate design OR Letter of Permission (intent) for logo duplication.** This is a document required and should be sent on the letterhead of the sponsor/institution.

- Bond in the amount of \$50,000** (*\*Required if collecting funds or applications*). Bonds are required for private or public schools outside of the state of Georgia and sponsors who are non-college or government agency related.
- General Liability Insurance in the amount of \$300,000.** The insurance policy must list the Georgia Department of Revenue as a joint loss payee. This insurance is required and must be carried as long as the plates are on the road.
- Non-Profit Organization Verification** (*\*If applicable*). A copy of the organization's 501(c)(3) issued from the U. S. Internal Revenue Service is acceptable.
- Use of Funds Statement** (*\*Applies only to Revenue sharing license plates*). This document or letter requires details of the intended use of the funds that will be distributed to the organization.

### Step 3: After Receiving the Approval Letter from Department of Revenue

- Review and approve plate samples.** Once your plate has been approved by MVD, you will receive 3 actual plate samples of your new plate. On the back of 2, you will see stickers which require your signature and final approval on the design. Signature is required with sponsor sending both **signed** plates back to the MVD Specialty Plate Coordinator.

### Step 4: Manufacturing Fee

- Submit required \$25,000 manufacturing fee made payable to the Georgia Department of Revenue.** The organization may start collecting the minimum 1,000 applications (\$25.00 fee per applicant) or submit a check in the amount of \$25,000 as a pre-payment of the 1,000 applications. This step must be completed in 2 years of approval or the monies collected must be returned to plate applicants.

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**Please Note:** The Department will not refund these funds once submitted. Furthermore, a minimum of 500 registered plates is required at any given time. Failure to maintain the minimum, would result in a halt of the production of new plates.

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### Step 5: Plate Production

- Congratulations!** Actual production will begin **after** the Department has notified the Sponsor and all County Tag Offices of the specialty plate's approval and instruction to go live with the license plate.  
The organization must work directly with the MVD Specialty Plate Coordinator on any low number license plates (if applicable).

## Frequently Asked Questions (FAQs)

**Question:** Our plate has been approved and we are ready for manufacture, what is the next step?

**Answer:** Once your plate has been approved by MVD, you will receive 3 exact plate samples of your new plate. On the back of 2, you will see stickers which require your signature and final approval on the design. Signature is required with sponsor sending both plates back to MVD.

**Question:** Will the new plate information be linked to our website?

**Answer:** The Motor Vehicle Division will place your new tag on the Department of Revenue's website. Our website will also list a link to the sponsor website. Note: Coordination and collection of any monies associated with recouping any pre-payment is the responsibility of the sponsor.

**Question:** How long will it take for a member of our organization, school or association take to get a plate when they walk into their County Tag Office.

**Answer:** Unless a low number plate has been assigned (please discuss with the MVD Specialty Plate Coordinator), customers, upon purchase of your plate, will be issued a Temporary Operating Permit (TOP) then mailed a 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).

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

**Answer:** Yes. All Specialty Plates must meet the necessary minimum of plate count as required by law. Revenue Sharing Plates are additionally subject to an annual audit to ensure that the funds are used appropriately.

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