

There are now **3** ways to get your specialty license plate on the road.

1 Submit your proposal to myplates.com

Proposing a design to My Plates, the department's official vendor for new specialty license plates, is an easy way for anyone to propose a new license plate. My Plates is the vendor selected by the Texas Department of Motor Vehicles (TxDMV) to create, market, and sell new license plate designs, and is the first stop for any group, for-profit or non-profit, to request a plate. License plates sold through My Plates can benefit your organization by sending it a portion of the plate's proceeds. This process requires the sponsor to submit a deposit of \$4,615, which is refunded to non-profit organizations after 500 of your plates are sold or renewed.

Who's eligible?

Any individual, non-profit organization, or for-profit entity can propose a new specialty license plate to My Plates.

Who gets the revenue?

Unlike having a plate approved through the TxDMV process, the proceeds from your plate's sales can go virtually anywhere—even directly to your organization.

The proceeds your organization receives from sales of specialty plates submitted through My Plates are set by your contractual agreement with My Plates, not by law.

Do I need to find a state sponsor?

No. With My Plates you do not have to find a sponsor.

How long does the process take?

From the time the proposal is made, the approval process typically takes about four to six months before the plate is available to order.

What are the plate design requirements?

License plates proposed through My Plates must meet legibility and reflectivity standards. However, license plates created using this method do not have to conform to a TxDMV design template, allowing you a larger variety of design options, like having your plate created in full color.

For more information about how to propose a license plate design to My Plates, visit www.myplates.com.

2 Submit your proposal to the Texas Department of Motor Vehicles

The Texas Department of Motor Vehicles (TxDMV) can administratively approve new license plate designs that benefit state agencies or charities. Your qualifying non-profit organization must complete the department's application and submit an \$8,000 deposit, which will be refunded once 1,900 sets of your organization's license plates are sold or renewed. A representative from your organization must complete TxDMV's license plate sponsorship application, which includes information about your organization and proof that your organization qualifies as a non-profit organization with the Internal Revenue Service.

Who's eligible?

Only non-profit organizations may apply to create a license plate through TxDMV. Nominating organizations must reach an agreement with a qualifying state organization or TxDMV.

Who gets the revenue?

If your license plate is approved, your state agency sponsor will receive \$22 of the \$30 fee collected for every set of specialty plates sold.

Your organization can work with its state agency sponsor to determine where proceeds can be sent.

Do I need to find a state sponsor?

Yes. Your organization must find a state agency willing to sponsor your license plate and accept the proceeds from its sale.

How long does the process take?

From the time the proposal is made, the approval process typically takes about four to six months before the plate is available to order.

What are the plate design requirements?

License plates proposed through TxDMV must not only meet legibility and reflectivity standards. These license plates must also conform to the TxDMV design template.

For more information about TxDMV's license plate approval process, visit www.TxDmv.gov.

3 Ask Your State Legislator

The Texas Legislature also has the ability to create new license plates and is the sole option for some plates (e.g. military plates). Any bill proposing a new license plate must pass both the Texas House and Texas Senate, and must have the Governor's approval. Because of the volume of legislative requests for new specialty license plates previously filed during each legislative session, the legislature specifically granted TxDMV and My Plates the ability to create new plates without legislative intervention. Also, except for plates honoring our military, a legislatively created license plate still requires the sponsor to submit an \$8,000 deposit refundable after the sale or renewal of 1,900 plates.

Who's eligible?

Anyone can approach their legislator and ask for a new license plate design. However, new license plates created through this process tend to be for the benefit of state agencies, or are in honor of members of the military.

Who gets the revenue?

Typically, revenue generated from legislatively created license plates is minimal as these are low cost plates, and is sent to a state agency. However, the fee amount and distribution are left to the will of the legislature.

Do I need to find a state sponsor?

Maybe. License plates created by the legislature typically benefit state agencies.

How long does the process take?

The time it takes to have a license plate legislatively approved varies, because the Texas Legislature meets for six months every two years. It takes approximately four to six months after the Governor signs the bill before it is available to order.

What are the plate design requirements?

License plates created by the Texas Legislature must meet legibility and reflectivity standards. These license plates are required to conform to the TxDMV design template.

To contact your legislator, find out who represents you by visiting www.fyi.legis.state.tx.us.

Frequently Asked Questions

Q. My organization isn't a certified non-profit agency. Are we still eligible to sponsor a license plate?

A. Yes. Anyone—including individuals, non-profit organizations, and for-profit entities—can propose a design to My Plates, the state's official vendor for specialty license plates.

Q. Why do we have to submit a deposit?

A. The \$8,000 deposit for plates created through the TxDMV process covers the state's costs for programming, and producing your organization's license plate. When 1,900 sets of your organization's specialty license plates are ordered, your deposit will be refunded. License plates created through My Plates require a deposit of \$4,615, which is refunded to non-profit organizations after 500 of your specialty license plates are sold or renewed.

Q. If my organization doesn't sell 1,900 or more license plates after going through the TxDMV approval process, where does our deposit go?

A. Your deposit remains in the State Highway Fund until sales of your license plate meet the statutory threshold of 1,900 renewals or new applications.

Q. Can my organization's specialty plate be available only to individuals that meet certain criteria?

A. Yes. For example, the department currently offers a license plate for which only licensed Realtors® are entitled. However, remember that adding qualifications will restrict the number of potential purchasers, and could result in keeping your organization from meeting its order or refund threshold.

Q. Does my organization have to reapply if our proposal is not approved, or will it be reconsidered?

A. Your organization must reapply.

Q. Who provides the plate design?

A. You do, though your design is subject to standards on reflectivity, legibility, and other factors. Depending on which approval route you choose, My Plates or TxDMV will work with your organization to help you understand those standards.

Q. How much money does a sponsoring state agency receive from the sale of a plate sold through TxDMV?

A. Of the \$30 fee collected for each specialty plate approved through the TxDMV and sold in the state of Texas, \$22 goes to the sponsoring state agency.

Q. Is it possible to request that funds received from license plate sales be sent to a foundation for the benefit of the applying non-profit organization?

A. Yes, but only if your organization's proposal goes through the state's official specialty license plate vendor, My Plates. If your organization chooses to go through the TxDMV process, a state agency must receive the proceeds. The agency can then keep the proceeds, or send them to a qualifying recipient.

Q. Is the TxDMV, or My Plates, under an obligation to produce my specialty license plate design?

A. No. Every license plate design issued in the state of Texas must be approved by the TxDMV board.

SPECIAL REQUIREMENTS FOR LICENSE PLATES HONORING THE MILITARY

The Texas Department of Motor Vehicles offers a number of license plates specifically for military veterans, military medal honorees, and their families. Because these qualifying license plates are issued under a military-specific fee structure, new military-related license plates must be proposed and approved through the legislative process.

The following table illustrates the types of military license plates currently offered, as well as the corresponding fees a qualified recipient is required to pay upon registration, if any. Persons wishing to create a license plate honoring members of the military should use this table as a guide when proposing the plate's fee structure.

Plate Type	First Set	Additional Sets	Replacement
Meritorious Service			
Congressional Medal of Honor	Free	Free*	Free
Legion of Valor: Air Force Cross Distinguished Flying Cross Distinguished Service Cross Navy Cross	Free	Free*	Free
Legion of Merit	Free	Free*	Free
Silver Star	Free	Free*	Free
Recognition Award			
Disabled Veteran	3.00	Free*	5.30
Former POW (Prisoner of War)	3.00	Free*	5.30
Pearl Harbor Survivor	3.00	Free*	5.30
Purple Heart	3.00	Free*	5.30
Military Service			
World War II, Korea, Vietnam, Operations Iraqi Freedom, Enduring Freedom, and Desert Storm**	Free*	Free*	5.30
US Air Force	Free*	Free*	5.30
US Army	Free*	Free*	5.30
US Coast Guard	Free*	Free*	5.30
US Marine Corps	Free*	Free*	5.30
US Navy	Free*	Free*	5.30
Coast Guard Auxiliary	Free*	Free*	5.30
Armed Forces Reserve	Free*	Free*	5.30
Military Academy Graduates US Air Force Academy US Military Academy West Point US Naval Academy	Free*	Free*	5.30
Airborne Parachutist	Free*	Free*	5.30
Marine Corps League	Free*	Free*	5.30
Texas Guard (National or State)	Free*	Free*	5.30
Texas Wing Civil Air Patrol	Free*	Free*	5.30
Other			
Gold Star Mother	10.00*	N/A	5.30
Gold Star Family	10.00*	N/A	5.30
Gold Star Spouse	10.00*	N/A	5.30

* requires payment of regular registration fees.

** Desert Shield also qualifies for this plate



Texas Department of Motor Vehicles
HELPING TEXANS GO. HELPING TEXAS GROW.



Proposing a Specialty License Plate

www.TxDMV.gov

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