



Secretary of State

Procedural Guidelines for Special Event License Plates

**Secretary of State
Vehicle Services Department
Special Event License Plates Program
501 S. Second St., Rm. 520
Springfield, IL 62756-5100
217-785-8605**

ilsos.gov

Special Event License Plates are a unique promotional device available to civic organizations and others by the Office of the Secretary of State. To qualify for these plates, the event must be open to the public and be an activity that promotes the interest of Illinois citizens. Upon approval by the Secretary of State, organizations may design and have manufactured license plates that may be displayed on qualified vehicles for 60 days prior to midnight on the last day of the event. The basic cost per set is variable; as the number of colors will determine the final cost of the plates. There is no limit on quantity; however, the minimum order is 50 sets.

The organization requesting the Special Event plates is responsible for:

- Requesting the Special Event plates in writing.
- Designing the plate and supplying the artwork in an Adobe Illustrator file.
- Approving the sample.
- Providing completed assignment forms with a copy of the registration.
- Paying the bill from the manufacturer.
- Establishing a selling price.
- Selling the plates.

Applying for Special Event License Plates

The organization must submit a letter six months prior to the event requesting authorization to issue Special Event plates with a brief description of the event and the beginning and ending dates of the event. Please direct all correspondence, artwork, registration sheets and inquiries to:

Secretary of State
Special Event License Plates Program
501 S. Second St., Rm. 520
Springfield, IL 62756

Special Event License Plates Price List

Pricing is based on the number of colors used in artwork. This price does not include technical revision costs, such as outside work done by a graphic designer. The artwork must be camera-ready and submitted in an Adobe Illustrator file. Design changes after the order is placed may require additional charges. Prices are subject to change.

Display Plates (pairs)		Number of Colors in Submitted Artwork					
		1	2	3	4	5	6
Quantity	50 - 99	\$14.60	\$21.28	\$27.96	\$34.62	\$41.28	\$47.95
	100 - 199	\$10.28	\$13.41	\$16.55	\$19.67	\$22.78	\$25.88
	200 - 299	\$ 8.39	\$ 9.98	\$11.55	\$13.10	\$14.41	\$15.85
	300+	\$ 7.22	\$ 8.14	\$ 8.93	\$ 9.77	\$10.75	\$11.83

Motorcycle Plates (singles)		Number of Colors in Submitted Artwork					
		1	2	3	4	5	6
Quantity	50 - 99	\$12.55	\$20.37	\$26.96	\$33.81	\$40.23	\$47.02
	100 - 199	\$ 6.74	\$10.64	\$13.99	\$17.31	\$20.64	\$23.99
	200 - 299	\$ 5.17	\$ 6.71	\$ 8.27	\$ 9.84	\$11.12	\$12.23
	300+	\$ 3.95	\$ 4.70	\$ 5.44	\$ 6.17	\$ 6.79	\$ 7.47

Guidelines for Plate Design and Artwork Preparation

The sponsoring organization is responsible for designing its Special Event plate. The completed artwork must be submitted no later than five months prior to the last day of the event to proceed with the project.

Because the plates are produced by printing, camera-ready artwork must be submitted. All elements must be the correct size and positioned exactly as they will appear on the license plate. It is suggested that a graphic artist – either a volunteer, professional artist or printing firm – help design the plate.

Technical requirements for submitting artwork:

- Prepare and submit a color mock-up to show the layout and use of color.
- Submit artwork and plate design in Adobe Illustrator.
- All designs will be printed on white sheeting.
- The plate includes an expiration date with a minimum height of 1/2-inch, located in the upper-right corner of the plate. The expiration date is expressed as 12/31/22 with the word "Expires," 1/2-inch in height, directly underneath the date.
- Artwork does not have to include the embossed parts.
- Do not submit photos; half-tone images are not acceptable.
- Allow at least 120 days for delivery of the plates if the manufacturer must provide art services or if the design uses five or more colors.
- Organizations using trademarked or licensed artwork must provide proof of a licensure agreement when artwork is submitted.

Adobe Illustrator artwork is due at least 120 days before the first day of display. The organization will receive a sample plate four to six weeks after artwork is submitted. If artwork is submitted late, the production timeline is adjusted based on the date the artwork is submitted. Additional production time is required if camera-ready artwork is not submitted.

Artwork Colors

Exact color matching is not guaranteed. Required by law, parts of the plate (i.e., "LAND OF LINCOLN," "ILLINOIS," year, plate number) will be black. Each plate will have a suffix located on the right-hand side of the plate that will be black that will be assigned by the Illinois Secretary of State.

Sheeting Colors

Illinois license plates are printed on reflective sheeting. The legibility and colors in the artwork can be affected by the sheeting color. Therefore, all plates will be printed on white sheeting.

Design Approval

Final determination that a plate design is suitable for display is made by the Secretary of State's Vehicle Services Department. Sample plate approval remains the responsibility of the organization.

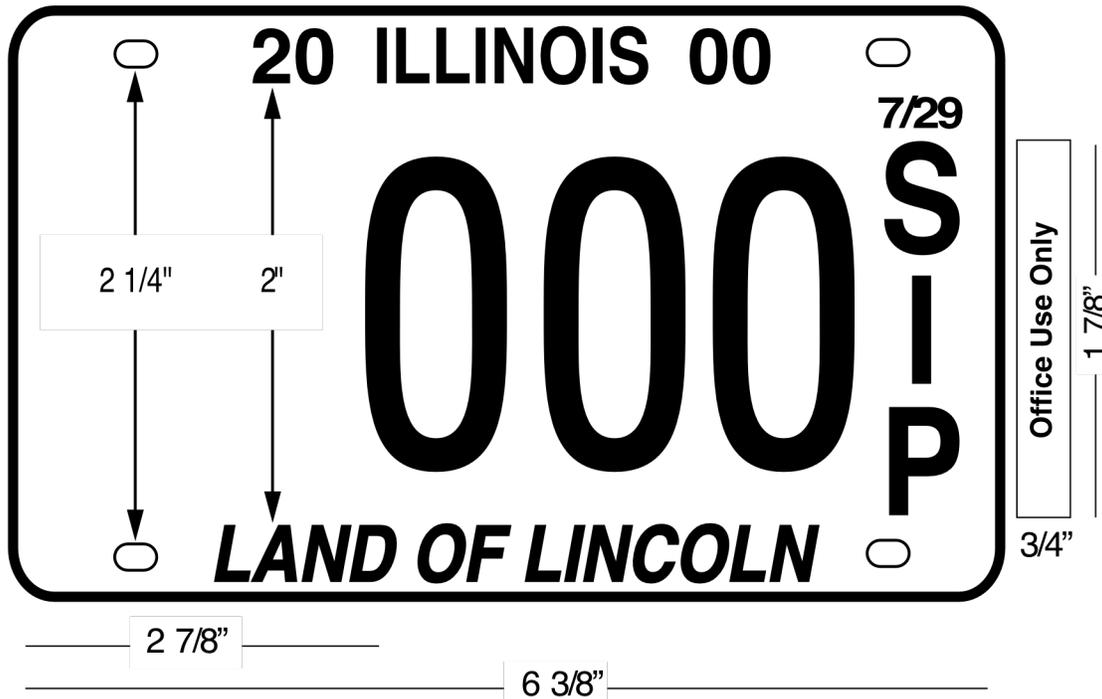
Artwork Area

The area of the plate available for artwork is 6" x 5 1/4" (see diagram below). The embossed numbers, which are required parts of the license plate, share this space with the organization's design. The amount of characters allowable will be dependent on the size of the artwork submitted. The embossed maximum characters will not exceed five characters including spaces, and at a minimum must include one character including spaces for vanity or personalized requests and/or numbers.

PASSENGER



MOTORCYCLE



"LAND OF LINCOLN" and "20 ILLINOIS 00" leave 2" vertically for printing in the middle of the plate. In addition to leaving room for the embossed items, space must be reserved for the three-digit plate number and suffix. Full-size numbers and suffix require 3 1/2" x 1 5/8" along the vertical center of the plate. The plate must allow at least 1/2" between artwork and the embossed elements and the four bolt-hold slots.

Special Event License Plates Reporting Requirements

Because Special Event plates are only valid during the 60 days they are displayed on the vehicle, the following must be adhered to:

Registration Coordinator

One individual must be assigned as the registration coordinator who is responsible for ensuring that the requirements below are carried out. Failure to follow these requirements may be construed as an offense relating to the possession of registration – a Class A misdemeanor – and will bar the organization from participating in the Special Event License Plate Program in the future.

Vehicle Eligibility

Special Event plates may be displayed on passenger vehicles, B-trucks, motorcycles and recreational vehicles weighing 8,000 pounds or less. The vehicles must be currently registered in Illinois, and the owner must keep the regular license plates and registration ID card in the vehicle at all times. If a manufacturer or a dealer owns the vehicle and the vehicle is loaned to the sponsoring organization, a copy of the MCO and a copy of the dealer or manufacturer's ID card or Certificate of Authority must be kept in the vehicle.

Plate Sales Reporting Instructions

Special Event plate assignment sheets will be provided when the sample plate is given to the organization for approval. All sales must be reported at the time the Special Event plates are mailed to the individual. Plates will be mailed after the assignment sheet and registration are received. Dealer name and address, principal driver name, or owner name and address must be complete and correct. The driver's license of the owner or the principal driver must be indicated on the assignment sheets.

- As the plates are sold, list the assignments on the assignment sheet in numerical order. The information on the assignment sheet must be typed or legibly printed. If a dealer's vehicle is being used, list the name of the dealer and the person who will be driving the vehicle in the "Name of Registered Owner" area. **The principal driver's name and address must be provided in the case of a dealer vehicle.**
- Obtain a copy of the owner's registration ID card or dealer's ID card and indicate the Special Event plate number on the copy. The registration must be current through the end of the event.
- Attach copies of the ID cards to the assignment sheet.
- Special Event plates cannot be transferred from one vehicle to another.
- Once plate sales have been reported to the Secretary of State, subsequent sales must be recorded on new assignment sheets.
- The assignment sheets must be completed in full, and the information must be accurate.
- Mailing instructions.
- Unsold plates will be retained by the Secretary of State's office for six months after the event, then disposed of.

Mailing Instructions

Assignment sheets and copies of the registrations must be received from the sponsoring organization before the plates will be shipped. Plates may be mailed U.S. Postal Priority with pre-paid postage provided by the organization, or shipped directly to the organization.

Outside Inquiries

Occasionally, organizations may receive an inquiry requesting the name and address of a person who purchased a Special Event plate. There are two options for handling the inquiry:

1. Supply the information, although it is the Secretary of State's policy to maintain confidentiality of vehicle registration information. Organizations are not required to supply this information.
2. Direct the inquirer to mail a written inquiry, along with a \$5 per record check or money order payable to Secretary of State, to:

Secretary of State
Vehicle Services Department
501 S. Second St., Rm. 408
Springfield, IL 62756