**FAQs**

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

Yes. Anyone—including individuals, non-profit organizations, and for-profit entities—can propose a design to My Plates.

**Why do we have to submit a deposit?**

A deposit covers the total cost for design, programming and producing your organization's license plate whether through My Plates or the TxDMV. The $8,000 deposit for a plate benefitting a non-profit organization through the TxDMV process will be refunded when 800 sets of your organization's license plates are sold or renewed.

**If my organization doesn’t sell 800 or more license plates after going through the TxDMV approval process, where does our deposit go?**

Your deposit remains with TxDMV until sales of your license plate meet the statutory threshold of 800 renewals or new applications.

**Can my organization’s specialty plate be available only to individuals that meet certain criteria?**

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 refund threshold.

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

Your organization must reapply for your proposal to be reconsidered.

**Who provides the plate design?**

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

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

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.

**Is it possible to request that funds received from license plate sales benefit the applying non-profit organization?**

Yes, this is possible if your proposal goes through My Plates. This is also possible for plates approved administratively or legislatively.

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

No. New plates are either approved by the TxDMV Board or by the Texas Legislature.
There are 3 ways to get your specialty license plate on the road

1. **My Plates**
   - Texas Department of Motor Vehicles (TxDMV) contracted with My Plates to design, market, and sell new license plate designs. Any non-profit organization, for-profit entity, or individual can apply. My Plates will require you to verify public demand for a proposed new plate by means of at least 200 commitments.

2. **Texas Department of Motor Vehicles**
   - TxDMV can administratively approve new license plate designs that benefit state agencies or charities. Non-profit organizations must reach an agreement with a qualifying state agency or TxDMV. Your state agency sponsor will receive $22 of the $30 fee collected for every set of specialty plates sold and renewed. An online design template is available on the TxDMV website.

3. **State Legislature**
   - The Texas Legislature has the ability to create new license plates and is the sole option for plates offered at reduced or no fee to qualified applicants (e.g., military). Any individual can apply. New license plates created through this process have to be for the benefit of state agencies or to recognize service, such as military.

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### My Plates
- **Who’s eligible?:**
  - Non-profit organization
  - For-profit entity
  - Any individual

- **Who gets the revenue?:**
  - The state, My Plates, and your organization.

- **Do I need to find a state sponsor?:**
  - No.

- **How long does the process take?:**
  - From the time the proposal is made, the approval process typically takes about six months before the plate is available to order. At least 200 commitments must be collected within six months of the TxDMV Board’s contingent approval before the plate will be produced.

- **What are the plate design requirements?:**
  - Must meet standards in:
    - Legibility
    - Reflectivity
    - Graphics

### Texas Department of Motor Vehicles
- **Who’s eligible?:**
  - Non-profit organizations

- **Who gets the revenue?:**
  - Nominating organizations must reach an agreement with a qualifying state agency or TxDMV.

- **Do I need to find a state sponsor?:**
  - Yes. If unable to find a sponsor, proceeds go to TxDMV for motor vehicle services.

- **How long does the process take?:**
  - From the time the proposal is made, the approval process typically takes about six months before the plate is available to order.

- **What are the plate design requirements?:**
  - Must meet standards in:
    - Legibility
    - Reflectivity
    - Graphics

### State Legislature
- **Who’s eligible?:**
  - Any individual

- **Who gets the revenue?:**
  - The fee amount and distribution of revenue is set by the Legislature.

- **Do I need to find a state sponsor?:**
  - Maybe.

- **How long does the process take?:**
  - It takes approximately six months after the bill becomes law before the plate is available to order.

- **What are the plate design requirements?:**
  - Must meet standards in:
    - Legibility
    - Reflectivity
    - Graphics

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For more information about how to propose a license plate design to My Plates, visit [www.myplates.com](http://www.myplates.com).

For more information about TxDMV’s license plate approval process, visit [www.TxDMV.gov](http://www.TxDMV.gov).

To contact your legislator, find out who represents you by visiting [www.fyi.legis.state.tx.us](http://www.fyi.legis.state.tx.us).