



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
217-524-1345

WWW.CYBERDRIVEILLINOIS.COM

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 \$10; however, 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.
- 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. All correspondence, artwork, registration sheets and inquiries should be directed 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 silk-screen colors used in artwork. This price does not include technical revision costs, such as typesetting and color separation. The artwork must be camera-ready. Design changes after the silk-screens are produced require additional charges. Prices are subject to change.

Display Plates (pairs)

Number of silk-screen colors

		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	NA	NA
	300+	\$7.22	\$8.14	\$8.93	\$9.77	NA	NA

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 silk-screening, camera-ready artwork must be submitted. All elements must be the correct size and positioned exactly as they will appear on the license plate. Color instructions may be noted on the margins, or an overlay may be used. It is suggested that a graphic artist — either a volunteer, professional artist or printing firm — help design the plate. The artwork may be returned to the organization upon completion of the run if requested in writing.

Technical requirements for submitting artwork:

- Prepare and submit a color mock-up to show the layout and use of color.
- Submit camera-ready or acetate print of image.
- Artwork must be color-separated (i.e., individual black and white image for each color).
- 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 12/31/07 with the word "Expires," 1/2-inch in height, directly underneath the date.
- Artwork does not have to include the embossed parts.
- Shaded areas should be of coarse percentage tint (27.5 lines per inch) and no heavier than 30%.
- 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.
- If the artwork is used in consecutive years, the artwork must be rearranged on the plate and the sheeting color must be changed.
NOTE — Sheeting colors (wheat and gold) and (silver and white) cannot be interchanged because of their similarity in color.
- Organizations using trademarked or licensed artwork must provide proof of a licensure agreement when artwork is submitted.

Camera-ready artwork is due at least 90 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.

If the customer provides camera-ready artwork, the following time frames for submitting the artwork apply:

- Plate order of 299 or less — 90 days prior to display date
- Plate order of 300 or more — 150 days prior to display date
- No camera-ready art — 120 days prior to display date

Artwork Colors

Colors may be produced using Pantone Matching System (PMS) color numbers; however, exact color matching is not guaranteed because the base colors used in license plate production do not correspond with the base colors of the Pantone System. The color of ink used for the embossed parts of the plate (i.e., "LAND OF LINCOLN," "ILLINOIS," year, plate number) may be a different color than those in the artwork. There is no charge for this color.

Sheeting Colors

Illinois license plates are printed on reflective sheeting. The legibility and colors in the artwork can be affected by the sheeting color. Sheeting color does not affect the cost of the plate order. Available colors are:

- White
- Lemon Yellow
- Silver
- Goldenrod Yellow
- Salmon-Beige
- Medium Red
- Gold
- Orange
- Light Blue
- Wheat

Fast and Easy Design

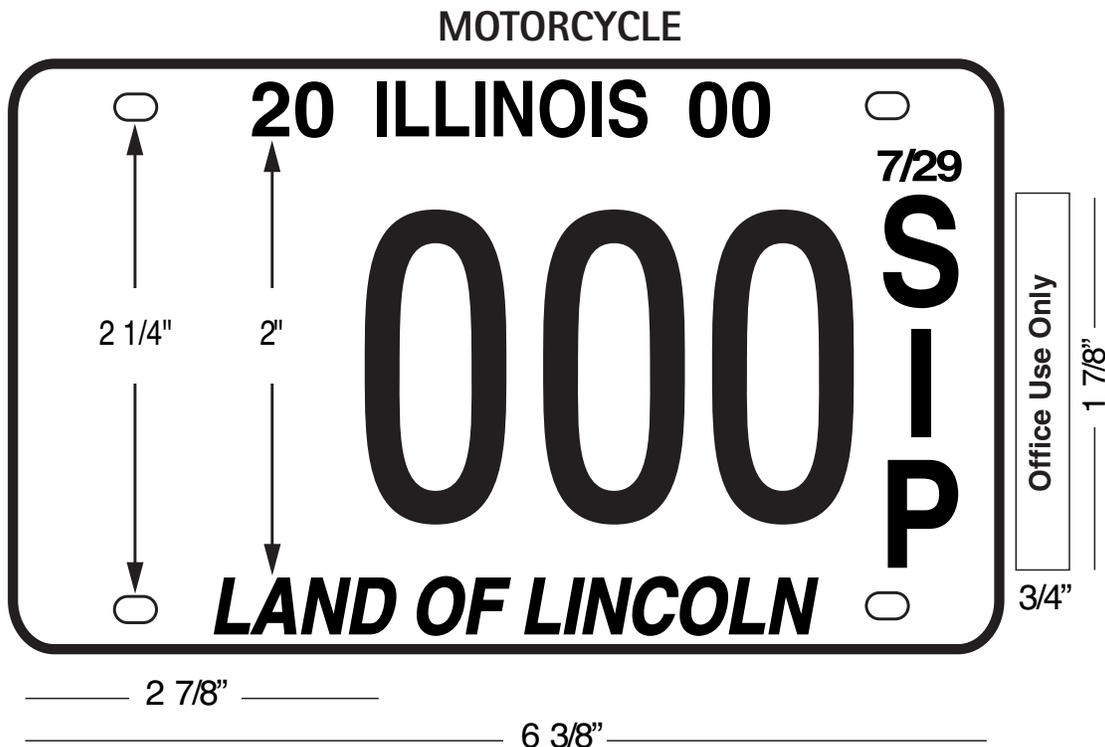
An easy solution to the preparation of license plate artwork is available if the organization has a company logo, or if artwork has been produced for other purposes related to the special event (e.g., ad slicks for print advertising). A rough 6" x 12" sketch should be submitted showing logo placement, additional wording and the event date. Below the sketch, write the colors of the plate background (sheeting), embossed phrases, plate number and colors. Submit a PMT slick of the logo or the best copy available along with the sketch. The manufacturer will have typesetting done for the wording and art assistance can be provided to finish the plate. Additional charges apply for services such as drawing, typesetting, complicated color separations, changes submitted because of a design mistake or a change of plans. This charge at a minimum of \$70 for each color affected applies to any change ordered by the organization after the final artwork has been submitted to the office.

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 phrases and numbers, which are required parts of the license plate, share this space with the organization's design.



"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 and 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