



South Carolina Department of Motor Vehicles

Application for Approval of Specialty Plate

PL-504A
(03/2024)

Application for a Specialty Plate must be made by a sponsoring organization or individual. Organizations applying for a special license plate under SC Code §56-3-8000 as a non-profit organization must be certified as a 501(c)(3), 501(c)(6), 501(c)(7), or 501(c)(8) organization by the federal Internal Revenue Service (IRS). The organization must have maintained that certification continuously for at least five years prior to the date on this application.

Plates for organizations that are not non-profit must be authorized by a specific statute. All organizations or individuals making application for authorized plates must also meet the guidelines detailed on page 2 of this application.

Part I Organization Information Non-Profit Organization? Yes No

Name of Organization

Tax ID Number

Mission of Organization

Number of Organization Members in SC

Estimated Number of Plates
to be Sold the First Year

Organization Website Address

Part II Plate Information

Has this plate been proposed in other state(s)? Yes No

If Yes, in which state(s) has this plate been proposed? _____

What is the annual sales volume of this plate
nationwide?

In which states is this plate currently being sold?

Why would South Carolinians want to purchase this plate?

Suggested additional fee to be charged for this
plate (in addition to regular registration fee)

For what purpose will the funds earned from these fees be
used?

Can this plate be purchased by the general public? Yes No

If no, please list and provide a sample of the documentation that must be provided by the purchaser in order to qualify for the plate.

Does this plate carry a symbol that is trademarked or copyrighted? Yes No

If yes, sponsoring organization must provide permission to use the symbol from the holder of the trademark or copyright.

The required non-refundable \$6,800 application fee to defray the initial cost of production must be submitted with this application.

Part III Organization/Individual Contact Information

Name of Sponsoring Organization/Individual Contact

Title

Telephone Number

Address

City

State

ZIP

Email Address

Signature

Date



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PL-504A
(07/2022)

To request approval for a specialty plate, the sponsoring organization or individual must provide the following:

- A request for consideration on the sponsoring organization's letterhead
- A completed Application for Approval of Specialty Plate (Form PL-504A)
- Written authorization for the use of any copyrighted or registered logo, trademark, or design to be used.
- Sponsoring organizations may designate an individual or organization to act as an agent on behalf of the sponsoring organization. Organizations assigning an agent individual or organization must complete Plate Review Acknowledgement (Form PL-504D) to authorize the Department's dealings with the agent.
- License plate artwork for the design of the plate electronically in the specified graphic format and one (1) color hard copy of the artwork
- A marketing plan that includes target audience, media to be used, and text of media messages
- The required non-refundable \$6,800 application fee to defray the initial cost of production must be submitted with application.

In addition to the requirements above, non-profit organizations must additionally provide:

- Documentation from the IRS showing that the organization currently has a 501(c)(3), 501(c)(6), 501(c)(7), or 501(c)(8) tax exempt status
- Prior tax returns or other documentation from the IRS showing that the sponsoring organization has maintained the same tax-exempt status for at least five years prior to the date of application.
- Because only the sponsoring organization can make application for a plate design the sponsoring organization must provide proof of its non-profit status.
- Organizations that are requesting funds from the sale of plates must also submit IRS form W-9 before any funds can be distributed by the Department.

The Department will return incomplete applications to the sponsoring organization's contact individual, detailing additional items required before the Department will consider the application.

The Department can choose to reject the production of any plate based on any of the following characteristics of the plate:

- Failure to promote a positive image for the State
- Low projected sales, lack of statewide appeal
- Controversial, low sales, or litigation in other states
- Production considered not to be cost beneficial to the state
- Partisan or misrepresentative of the sponsoring organization or another organization
- Potentially offensive, controversial, or inappropriate to the public
- Similar plate-design already exists
- Proliferation of specialty plates, workloads, and costs to the state
- Impinges on Advertising or corporation concerns
- Use of proceeds from plate sales considered controversial or in violation of statute or constitution
- Sexual or vulgar connotation
- Derogatory reference to an individual or group
- Implication extolling alcohol, drugs, or other illegal activities or substances
- Misrepresentation of organization as law enforcement or other government entity
- Use of copyrighted emblem, seal, symbol, logo, or registered trademark without written authorization from the owner
- Design interferes with legibility or readability of plate number

The Department will review the application and will notify the organization's authorized contact of the Department's decision.

Completed application materials should be sent to:

South Carolina Department of Motor Vehicles
Specialty Plate Officer
PO Box 1498
Blythewood, SC 29016-0038

For more information call:
Specialty Plate Officer
803-896-9972