



## 97TH GENERAL ASSEMBLY

### State of Illinois

2011 and 2012

SB1360

Introduced 2/8/2011, by Sen. John G. Mulroe

#### SYNOPSIS AS INTRODUCED:

625 ILCS 5/3-696 new

Amends the Illinois Vehicle Code. Provides that the Secretary of State shall contract with a private entity to develop a system for generating and administering corporate-sponsored license plates. Provides that the corporate-sponsored license plates shall display the name, likeness, or logo of Illinois companies, and the corporate-sponsored license plate may not display the name, likeness, or logo of more than one company. Provides that the private entity and the company displaying its name, likeness, or logo shall submit a design for the plate to the Secretary of State, who shall have the authority to approve or reject any design. Provides that an applicant for the special plate shall be charged a \$25 fee for original issuance and renewal in addition to the appropriate registration fee. Provides that for each original issuance and renewal, the private entity shall be charged \$75, and the private entity may collect this fee from the company displaying its name, likeness, or logo on the plate. Provides that the Secretary of State is not required to issue corporate-sponsored license plates until a sufficient number of applications have been received to cover the total costs of issuance.

LRB097 06606 HEP 46691 b

FISCAL NOTE ACT  
MAY APPLY

A BILL FOR

1 AN ACT concerning transportation.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Illinois Vehicle Code is amended by adding  
5 Section 3-696 as follows:

6 (625 ILCS 5/3-696 new)

7 Sec. 3-696. Corporate-sponsored license plate program.

8 (a) The Secretary of State shall contract with a private  
9 entity to develop a system for generating and administering  
10 corporate-sponsored license plates.

11 (b) Corporate-sponsored license plates shall display the  
12 name, likeness, or logo of Illinois companies. The  
13 corporate-sponsored license plate may not display the name,  
14 likeness, or logo of more than one company. The private entity  
15 in subsection (a) of this Section and the company displaying  
16 its name, likeness, or logo shall submit a design for the plate  
17 to the Secretary of State. The Secretary of State shall have  
18 the authority to approve or reject any design submitted under  
19 this subsection.

20 (c) An applicant for a corporate-sponsored license plate  
21 shall be charged a \$25 fee for original issuance and renewal in  
22 addition to the appropriate registration fee. For each original  
23 issuance and renewal, the private entity in subsection (a) of

1 this Section shall be charged \$75, and the private entity may  
2 collect this fee from the company displaying its name,  
3 likeness, or logo under this Section.

4 (d) The Secretary of State is not required to issue  
5 corporate-sponsored license plates until a sufficient number  
6 of applications have been received to cover the total costs of  
7 issuance.