

**Original Date:** 07/03/1990  
**Revision Date:** 09/10/2017 Rewritten

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POLICY	
<b>Title:</b> Souvenir License Plates	
<b>Effective Date:</b> 07/03/1990	<b>Revision Date:</b> 07/01/1996
<b>Authority:</b> Code of Virginia <a href="#">§ 46.2-692.1</a>	
<b>&lt;&lt;&lt;&lt;&lt;REVISION</b> <b>Policy:</b> Upon application, DMV may issue a sample or souvenir license plate to a customer. These plates can be issued in any style currently issued by DMV, however; former plates that have been re-designed or discontinued will not be issued. Certification is required for certain license plate types (Purple Heart, Bronze Star, Professional Firefighter, etc.). If the customer does not select a personalized message, the plate will display "SAMPLE". <b>END REVISION&gt;&gt;&gt;&gt;&gt;</b>	
<b>Exception:</b> Souvenir or sample plates are not valid for registration and shall not be mounted on any motor vehicle.	

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## OVERVIEW

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Souvenir plates may be issued for display and gift purposes and may be personalized with up to 7 characters (space – permitting). A single plate will be issued, not a set, and it will include embossed "SAMPLE" decals to differentiate it from a standard issue plate.

If a customer possesses a personalized license plate, he may also request a souvenir plate that displays the same personalization. There is no limit to the amount of souvenir plates that may be issued to a customer.

A customer may request a souvenir plate online at [www.dmvnow.com](http://www.dmvnow.com), or in person at a customer service center. **END REVISION>>>>>**

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## CUSTOMER REQUIREMENTS

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1. Submit a completed License Plate Application ([VSA 10](#)), or a written request.
2. Pay the applicable fees for issuance of the plate and any personalization. **END REVISION>>>>>**

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## FRONT COUNTER CSR

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1. Verify completion of [VSA 10](#).
  - Since the plate will be mailed to the customer, ensure that the address on file is correct, or update in accordance with [DLG-0601](#). **END REVISION>>>>>**
2. Obtain proof of customer's organizational affiliation or proof of certification, if any, and note it on the [VSA 10](#) or written request.
3. Process the transaction in the system, and collect the appropriate fees.
3. Advise the customer that the plate will be mailed to them from Headquarters, and that it could take up to 2 weeks for receipt.

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## POINTS TO REMEMBER

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- Customers can make a request for cancellation of a souvenir plate; however their request must be on the same date of their initial request. The [Special Registration Work Center](#) will issue the customer a refund under this circumstance.
  - If DMV made an error in processing the souvenir plate, and the customer wishes to cancel his request based on the error, the [Special Registration Work Center](#) will issue a refund.
  - Once the souvenir plate has been ordered, no refund will be issued, unless an error has occurred. **END**
- REVISION>>>>**

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## RELATED LINKS

[Special License Plate Images](#)

[Revenue Sharing License Plate Listing](#)

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## CONTACT

For additional information contact :

- Your CSC Manager/Assistant Manager
- DMV Contact Center Help Desk at (804) 367-6646
- [Special Registration Work Center](#)

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