



University License Plate Information and Application

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Eau Claire



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La Crosse



Madison



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Parkside



Platteville



River Falls



Stevens Point



Stout



Superior



Whitewater

Your donation helps make a difference in current and future needs of the UW system and supports its ability to provide quality education for its students. Proceeds from the \$20 annual tax-deductible donation goes to support scholarship programs for your designated UW system campus. In addition to registering with University license plates, you can donate to your chosen campus online by visiting www.wisconsin.edu. Any Wisconsin resident may apply for University license plates. You do not have to be an alumnus of a UW system campus to qualify.

Who is eligible?

- ▶ Any Wisconsin resident.

Vehicles that qualify

University plates are available for:

- ▶ An automobile.
- ▶ A motor home (Annual registration only).
- ▶ A private truck, dual purpose motor home or dual purpose farm truck that has a gross weight of 8,000 pounds or less.
- ▶ A farm truck that has a gross weight of 12,000 pounds or less.

Fees needed

- ▶ A \$20 annual tax-deductible donation is required for original issuance of the University plates and each year at renewal. Donations are distributed to your designated UW campus.
- ▶ The \$15 issuance fee or the annual \$15 personalized plate fee.
- ▶ The annual registration fee, if your current plates expire within 3 months.

Plates required in 2 days

- ▶ To legally operate your vehicle, you must display license plates within two business days of purchase.

- ▶ If you do not have current plates, apply to a DMV Customer Service Center or an agent authorized by DMV to obtain a temporary plate while your University plate order is processed. An agent may charge a plate fee and/or service fee.

Personalized plate information

- ▶ A \$15 personalized plate fee is required each year in addition the \$20 donation and regular registration fee.
- ▶ WisDOT may refuse to issue or may recall after issuance a request that is misleading or may be offensive to good taste or decency.
- ▶ No refund or adjustment will be made for a change of choice or spacing after the plate has been ordered or if the application is unclear or incorrectly completed.
- ▶ Plates will be mailed 3-4 weeks after you receive the new Certificate of Registration

How to apply

1. To order non-personalized University plates, mark first option and go to step 6.
2. To order personalized University plates, mark second option and choose 1-6 characters.

If you choose 6 characters, **no spaces are allowed.**

2	E	D	U	K	8
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If you choose 5 or fewer characters, you may request up to two spaces between any of the characters. Indicate this request with diagonal lines as shown here.

G	O	/	4	/	U	W
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1. Use capital letters or numbers. The letter **O** and the number zero are the same. The following are not acceptable: small letters, symbols, signs, hyphens, apostrophes, etc. Carefully distinguish between: letters **L** or **I** and number **1**, letter **S** and number **5**, letter **G** and number **6**, letter **Z** and number **2**, letter **B** and number **8**, letters **U** and letter **V**.
2. For personalized plate message availability, please visit: wisconsin.dmv.gov/personalizedplatelookup
3. Provide meaning of request, i.e. what does this represent?
4. If the vehicle that you wish to register with University plates is already titled in your name, send:
 - » A copy of your Certificate of Registration **or** complete the vehicle description on the application.
 - » A \$15 issuance or personalized plate fee plus the annual registration fee if the current plates expire within the next 3 months.
 - » \$20 University donation
5. If the vehicle is **not** titled in your name, send:
 - » A completed title application: [MV1](#) (Private Sale) or MV11 (Dealer Sale).
 - » The title assigned to you.
 - » All required fees, including annual registration fee.
 - » Additional \$15 issuance or personalized plate fee.
 - » \$20 University donation.
6. Make check or money order payable to: **Registration Fee Trust.**
7. Mail all required items to:

WisDOT
Special Plates Unit
P O Box 7911
Madison, WI 53707-7911

