

California Sports Team-Branded License Plates

Frequently Asked Questions

Are the sports team-branded license plates new?

Yes. This exciting new sports team-branded license plates will showcase a sports team's colors and logo, and enable California drivers to show team spirit while supporting investments toward access to parks and outdoor spaces. These plates support the California Natural Resources Agency's new Outdoors for All initiative which seeks to build equitable access to California's nature, culture and history.

Revenue generated by the team-branded license plates will support access to the outdoors across the state and improve parks and open spaces. The first license plate in the professional-sports series is in partnership with the Los Angeles Rams football team. The California Natural Resources Agency looks forward to working with other professional teams in 2022 to launch additional team-branded license plates for California drivers.

How can I purchase a plate now?

California drivers can reserve sports team-branded license plates by visiting a website (www.laramsplates.com) specifically designed to facilitate license plate orders. Requests will be processed once a minimum of 7,500 applications are submitted.

How much does the plate cost?

The sports team-branded license plates for cars, trucks, vans, commercial vehicles, and motorcycles start at just \$50 initially and then \$40 per year to renew. A personalized plate fee is \$103 and \$83 to renew. This is only about a \$20 additional cost to your regular license plate and will be added to your car registration form.

How will revenue collected improve access to the outdoors?

Funds generated from the program will support investments made statewide to expand equitable access to parks and outdoor spaces. The revenue will be shared by the California Natural Resources Agency and the sports team's charitable foundation.

Will plates be available for other teams?

California looks forward to offering more drivers options to display their team spirit for their favorite sports teams through additional team-branded license plate options in 2022.

Why should I support California's effort to expand access to the outdoors?

Safe and equitable access to outdoor spaces is a crucial infrastructure for all Californians and vital for our physical and mental health. Access to parks and open space is linked to countless benefits, including improved public health, recreation access, workforce development, youth development and education, natural resource stewardship, community climate adaptation, and cultural and historical connection.

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