

1 AN ACT concerning State government.

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

4 Section 5. The Secretary of State Act is amended by adding
5 Section 25 as follows:

6 (15 ILCS 305/25 new)

7 Sec. 25. Registration renewal notice sponsorship.

8 (a) The Secretary of State is authorized to solicit and
9 accept sponsorship of registration renewal notices solely for
10 the purpose of offsetting the costs of preparing and
11 distributing the notices. A sponsor shall pay a fee for the
12 privilege of having a name or logo printed on the registration
13 renewal notice. Any contract for sponsorship shall be for a
14 term no longer than one-year.

15 (b) The Secretary shall not enter into a sponsorship
16 agreement with any of the following persons or entities: (1)
17 any person or entity licensed or regulated by the Secretary,
18 except a driver's license holder; (2) any person or entity
19 manufacturing or distributing pharmaceuticals, tobacco
20 products, medical marijuana, alcohol, or weapons; (3) any
21 person holding any elected office, any candidate for any
22 elected office, or any political committee registered with the
23 Federal Elections Commission or State Board of Elections; or

1 (4) any person or entity that makes independent expenditures in
2 support or opposition of a person holding elected office, a
3 candidate for elected office, or a referendum, ballot question,
4 or constitutional amendment.

5 (c) The sponsor's name or logo shall not include: (1) the
6 name, image, or likeness of any elected or appointed official,
7 candidate for elected or appointed office, any political party,
8 or any political committee registered with the Federal
9 Elections Commission or State Board of Elections; (2) any
10 language or image advocating for or against a referendum,
11 ballot question, constitutional amendment, or government
12 action or inaction; (3) any language or image that is abusive,
13 threatening, vulgar, obscene, or profane as determined by the
14 Secretary; or (4) any other prohibited language or image as
15 determined by the Secretary by rule.

16 The sponsor's name or logo shall be smaller than the name
17 or seal of the State of Illinois and shall not imply
18 endorsement by the Secretary or the State of Illinois.

19 (d) The Secretary shall provide public notice on the
20 official website of the Secretary of State at least 30 days
21 prior to the deadline for submitting a proposal.

22 (e) Any proposal submitted to the Secretary shall include
23 the following information: (1) the name and address of the
24 entity; (2) the name and address of any person or entity with
25 any ownership interest or distributive share of the entity in
26 excess of 7.5%; (3) a statement describing the business

1 operations or the primary mission of the entity; (4) a
2 statement advising whether the person or entity is required to
3 register with the State Board of Elections in accordance with
4 Section 20-160 of the Illinois Procurement Code; (5) the name
5 or logo the person or entity proposes printing on the
6 registration renewal notices; and (6) the bid amount the entity
7 offers to pay for the privilege of having its name or logo
8 included on the registration renewal notices for the one-year
9 period.

10 Additional requirements and procedures for the proposal
11 submission process shall be established by the Secretary. The
12 Secretary shall have sole discretion in determining which, if
13 any, of the eligible proposals to accept, and shall control all
14 aspects of the design, content, and appearance of registration
15 renewal notices.

16 (f) All payments for sponsorship of registration renewal
17 notices shall be deposited into the Secretary of State's Grant
18 Fund to be used solely for the purpose of offsetting the costs
19 of preparing and distributing registration renewal notices.

20 (g) The Secretary of State shall adopt rules under the
21 Illinois Administrative Procedure Act as necessary for the
22 implementation of this registration renewal notices
23 sponsorship program.

24 Section 99. Effective date. This Act takes effect upon
25 becoming law.