

AN ACT concerning State government.

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

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

(15 ILCS 305/25 new)

Sec. 25. Registration renewal notice sponsorship.

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

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

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

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

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

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

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

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

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

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

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

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