

Montana Big Game & Wildlife Migration License Plate Design Contest

Calling all artists, designers, and conservation enthusiasts! Help shape the future of wildlife conservation, wildlife migration, and road safety in Montana by entering the Montana Wildlife Highway Crossings License Plate Artwork Contest. Your design could become the next specialty license plate seen across the state!

License Plate Requirements:

Designers are invited to submit original artwork that embodies the following thematic elements and guidelines below. For more information, see [Specialty License Plate Packet](#) and [Existing License Plate Designs](#).

- **Wildlife and Movement:** Features one or more of the iconic Montana big game species and highlights wildlife movement or migration.
- **Highway Crossing Feature:** Includes a highway wildlife crossing structure (overpass, underpass, etc.).
- **Montana Landscape:** Depicts recognizable Montana landscape(s) (mountains, plains, rivers, forests).
- **Color and Visibility:** Uses colors and contrast that ensure legibility of plate numbers.
- **Audience Appeal:** Appeals to Montana drivers and conservation-minded communities.
- **Title:** Suggests a title that reflects the conservation message (subject to change by MT FWP).
- **State Standards:** Follows Montana Motor Vehicle Division "Specialty License Plate Design Areas" requirements ([see license plate design area standards here on page 8](#)).
- **Design Submission Ineligibility:** Employees of TRCP, MT FWP, and MDOT, and current members of the Montana Transportation and Wildlife Partnership (MTWP), are not eligible to submit license plate designs.

* **Note:** *Final designs must be original and not AI-generated.*

Contest Details:

- \$1,000 prize and a sample souvenir plate for the winning artist.
- Submissions open: August 15, 2025
- Deadline: Friday, October 17, 2025, at 5p.m. MT
- All contest entries must be submitted in either JPEG, PNG, or PDF file format to FWP. The minimum resolution should be 72 ppi, with a maximum file size limit of 16 MB.
 - The winner will need to submit a layered, editable file once informed.
- Visit trcp.org for full submission details. The submission link will go live starting August 15.

Timeline:

- Submissions Due: October 17, 2025
- Judging: October 19-31, 2025
- Winner Announced: First week of November 2025

Judging Process:

A panel of experts in wildlife conservation and transportation safety will evaluate all submissions. The panel may include several Montana House Representatives, members of the Montana Wildlife and Transportation Partnership, and individuals from the Wildlife and Transportation Commissions. Each design will be scored on seven criteria listed above, and the top entries will be ranked. The winning design will be selected by consensus based on cumulative scores and final review.

Why It Matters:

Proceeds from plate sales support the Big Game and Wildlife Highway Crossings and Accommodations Account, which funds projects that reduce wildlife-vehicle collisions and conserve Montana's migratory corridors. This is your chance to make a lasting impact on conservation and public safety.