Title 29-A MRSA Section 957-3. Attended sales promotion. The Secretary of State may issue to a dealer a permit for up to 90 days to operate an attended sales promotion at one or more locations inside this State. A request for an attended sales promotion must be submitted to the Secretary of State at least 48 hours before the proposed promotion and must contain the proposed promotion dates. The promotion must comply with applicable building codes and zoning and land use ordinances. A new vehicle dealer who requests a permit under this subsection for a promotion involving new vehicles may not locate the promotion outside that dealer's area of responsibility as defined by the dealer's franchise agreement. A dealer who operates an attended sales promotion at an agricultural fair or other agricultural event or at a charitable event where a vehicle is displayed or offered as a prize for fundraising purposes is exempt from this subsection. An equipment dealer or trailer dealer is exempt from this subsection if the sales promotion does not include motor vehicles and does not exceed 90 continuous days. The fee for an attended sales promotion is:

A. Fifty dollars if the promotion runs for 7 or fewer days; [2009, c. 435, §15 (NEW).]
B. One hundred dollars if the promotion runs for more than 7 but no more than 60 days; and [2009, c. 435, §15 (NEW).]
C. One hundred fifty dollars if the promotion runs for more than 60 days but no more than 90 days. [2009, c. 435, §15 (NEW).]

Title 29-A MRSA Section 957-4. Unattended sales promotion. The Secretary of State may issue to a dealer a permit to operate an unattended sales promotion. A request for an unattended sales promotion must be submitted to the Secretary of State at least 48 hours before the proposed promotion and contain the proposed promotion dates and, if applicable, a copy of a contract between the dealer and the promotion sponsor. The promotion and any use of a location must comply with applicable building codes and zoning and land use ordinances. A new vehicle dealer who requests a permit under this subsection for a promotion involving new vehicles may not locate the promotion outside that dealer's area of responsibility as defined by the dealer's franchise agreement. An equipment dealer or trailer dealer is exempt from this subsection if the sales promotion does not include motor vehicles and does not exceed 90 continuous days. The fee for an unattended sales promotion is:

A. Fifty dollars if the promotion runs 7 days or less; [1997, c. 437, §26 (NEW).]
B. One hundred dollars if the promotion runs between 8 and 60 days; or [1997, c. 437, §26 (NEW).]
C. One hundred fifty dollars if the promotion runs more than 60 days. [1997, c. 437, §26

A dealer who operates an unattended sales promotion at a charity event where a vehicle is displayed as a prize is exempt from the permit fee requirements. [2009, c. 598, §33 (AMD).]

Note: For charitable events you must provide documents from that organization or sponsor verifying the information. You must provide the name of the sponsor; location; and date(s) the event is being held.
Application for Dealer Sales Promotion

Please use a separate application for each promotion license location and type. A completed Zoning Use Form (MVD-396) is required by the Municipal Officer where the Sales Promotion is taking place.

**ATTENDED SALES PROMOTION**

- □ FEE: $50 (valid 1 to 7 days)
- □ FEE: $100 (valid 8 to 60 days)
- □ FEE: $150 (valid 61 to 90 days)
- □ CHARTIABLE EVENT: NO FEE
  Number of days: __________

**UNATTENDED SALES PROMOTION**

- □ FEE: $50 (valid 1 to 7 days)
- □ FEE: $100 (valid 8 to 60 days)
- □ FEE: $150 (valid to 1 year)
- □ CHARTIABLE EVENT: NO FEE
  Number of days: __________

**Promotion Information**

Promotion Name: ____________________________________________

Location (physical address):

<table>
<thead>
<tr>
<th>Street</th>
<th>City/Town/State</th>
<th>Zip</th>
</tr>
</thead>
</table>

Promotion Start Date: ______________  Promotion End Date: ______________

Legal Dealership Name: ____________________________  Dealer License Number: __________

DBA (if applicable): ___________________________________________________________________

Phone: ____________  Fax: ____________  Email: ___________________________________________________________________

Franchise Being Held: ___________________________________________________________________

Maine law does not allow a new vehicle dealer to locate a promotion outside that dealer’s area of responsibility as defined by the dealer’s franchise agreement.

Is this promotion location within your franchise area of responsibility? □ YES  □ NO

____________________________________  __________________________  ________________
Signature  Printed Name  Official Title  Date

Application may be emailed to DealerLicensing.BMV@Maine.gov, faxed to: (207) 624-9126, or mailed to Secretary of State, BMV-Dealer Licensing, SHS #29, Augusta, ME 04333. Please make check or money order payable to the Secretary of State or pay by credit or debit card by completing the form below.

Type: □ Visa  □ MasterCard  □ Discover  □ American Express

Credit/Debit Card Number: ____________________________

Expiration Date: ____________  Zip Code: ____________

Name on Card: ____________________________

MVD-357 Rev 09/2021
101 Hospital Street, #29 State House Station, Augusta, Me 04333-0029 Tel. (207) 624-9000 Ext. 52143 Fax: (207) 624-9126 TTY Users call Maine relay 711
Dear BMV ~ Dealer Licensing:

As required by law, the above-named applicant, at the location shown, is in compliance with all local building codes, zoning and land use regulatory ordinances and has the required permits issued by this municipality to conduct business for a Sales Promotion.

________________________________________
Signature - Authorized City/Town Official

________________________________________
Title

NOTARIZATION REQUIRED

STATE OF MAINE - County of ______________________Date, ______________ 20______ Then personally appeared the above authorized city/town official named _______________________________ and acknowledged the foregoing instrument under oath to be their free act and deed.

Notary Public or Attorney ________________________________

My commission expires: _____________
SAMPLE Sales Promotion Lease

I, **Lessor Name**, agrees to lease **Lessee Name & Business Name**, a parcel of land and building thereon located on **Street Address & Town**

________________________________________________________________________

This parcel consists of a lot **Size of Lot**, and a building, **Size of Building**. This lease will be valid for up to one year. Depending upon the type of Sales Promotion the Dealership chooses to apply for. This lease may not be terminated by either party without 30 days written notice.

Lease start date _____________________  Lease end date ______________________

__________________________________  _________________________________
Witness  Lessor

__________________________________  _________________________________
Witness  Lessor

This “Sample Lease” is provided for your convenience in submitting the required lease, if you are presently leasing the property which the Sales Promotion will be taking place.

**REMEMBER**: A request for a Sales Promotion (either Attended or Unattended **must** be submitted to the Secretary of State at least 48 hours before the proposed promotion dates. A new vehicle dealer may not locate the promotion outside the dealer’s area of responsibility as defined by the Dealer’s Franchise Agreement.