Department of
the Secretary of State
Bureau of Motor Vehicles

Matthew Dunlap
Secretary of State

Patty A. Morneault
Deputy Secretary of State

Garry Hinkley
Director of Vehicle Services

Secretary of State
Bureau of Motor Vehicles
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.

Type of Promotion License:

- ☐ **Attended Sales Promotion** (valid 1 – 7 days) **Fee $50.00**
- ☐ **Unattended Sales Promotion** (valid for 1 - 7 days) **Fee $50.00**
- ☐ **Attended Sales Promotion** (valid 8 – 60 days) **Fee $100.00**
- ☐ **Unattended Sales Promotion** (valid for 8 - 60 days) **Fee $100.00**
- ☐ **Attended Sales Promotion** (valid 61 – 90 days) **Fee $150.00**
- ☐ **Unattended Sales Promotion** (valid up to 1 year) **Fee $150.00**
- ☐ **Charitable Event (no fee)**

Dealership Name: _____

Dealership License Number: _____ Business Phone: _____

Franchise Being Displayed: _____

Promotion Location Name(s), Address(es) and Date(s):
_____
_____

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 of Applicant Title Date

Payment may be made by credit card:
Type: ☐ Visa ☐ Mastercard Number: _____
Expiration Date: _____
Name on Credit Card: _____