



Department of
the 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.

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): _____
Street City/Town/State Zip

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: _____