



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](mailto: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: \_\_\_\_\_