



*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
<input type="checkbox"/> FEE: \$50 (valid 1 to 7 days)
<input type="checkbox"/> FEE: \$100 (valid 8 to 60 days)
<input type="checkbox"/> FEE: \$150 (valid 61 to 90 days)
<input type="checkbox"/> CHARTIABLE EVENT: NO FEE Number of days: _____

UNATTENDED SALES PROMOTION
<input type="checkbox"/> FEE: \$50 (valid 1 to 7 days)
<input type="checkbox"/> FEE: \$100 (valid 8 to 60 days)
<input type="checkbox"/> FEE: \$150 (valid to 1 year)
<input type="checkbox"/> 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
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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: _____