



Department of
the Secretary of State
Bureau of Motor Vehicles

Matthew Dunlap
Secretary of State

Patty A. Morneau
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:

- | | |
|---|--|
| <input type="checkbox"/> Attended Sales Promotion
(valid 1 – 7 days)
Fee \$50.00 | <input type="checkbox"/> Unattended Sales Promotion
(valid for 1 - 7 days)
Fee \$50.00 |
| <input type="checkbox"/> Attended Sales Promotion
(valid 8 – 60 days)
Fee \$100.00 | <input type="checkbox"/> Unattended Sales Promotion
(valid for 8 - 60 days)
Fee \$100.00 |
| <input type="checkbox"/> Attended Sales Promotion
(valid 61 – 90 days)
Fee \$150.00 | <input type="checkbox"/> Unattended Sales Promotion
(valid up to 1 year)
Fee \$150.00 |
| <input type="checkbox"/> 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: _____



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

Maine Law

Title 29-A MRSA Section 957-3. Attended sales promotion. The Secretary of State may issue to a dealer 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 date 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 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.

- A. Fifty dollars if the promotion runs for 7 or fewer days;
- B. One hundred dollars if the promotion runs for more than 7 but no more than 60 days; and
- C. One hundred fifty dollars if the promotion runs for more than 60 days but no more than 90 days.

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, 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 the subsection for a promotion involving new vehicles may not located 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 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;
- B. One hundred dollars if the promotion runs between 8 and 60 days; or
- B. One hundred fifty dollars if the promotion runs more than 60 days.

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.