



## **2025 BRIDGE RENTAL APPLICATION FORM**

The Purple People Bridge is available to rent as an event venue for your next special occasion! We encourage you to visit the bridge, enjoy the beautiful scenery, and imagine hosting your next event at this unique location over the Ohio River.

The bridge is privately owned by The Purple People Bridge Company. The operations and maintenance of the bridge is solely funded by the rental of the bridge as an event venue and various signage opportunities.

Furthermore, the bridge is typically open to the public 24 hours a day, 7 days a week, and 365 days a year, except when rented for private events at which time public use will be limited to the use of Pagan's Path, a separate pedestrian walkway on the eastern-most portion of the bridge.

Once your bridge rental application has been completed, submitted, and received, a representative of the Bridge Company will review and reach out to the contact information provided. If your application is approved, you will receive an approved permit document for your use of the bridge for the specified date and time indicated within the application.

Thank you for your interest and we look forward to working with you,

Will Weber  
President  
The Purple People Bridge

### Contact Information

The Purple People Bridge  
1 Levee Way Suite 3111  
Newport, KY 41071

Joyce McMullin  
Executive Assistant & Office Manager  
[Joyce@PurplePeopleBridge.com](mailto:Joyce@PurplePeopleBridge.com)  
859-655-7700

**Bridge Rental Information**

**Organization Name:**

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**Organization Type (Check one):**

Private/ Other     Non-Profit

Note: The Bridge Company will review with the Secretary of State's office to ensure the organization is in good standing. If your organization is a non-profit, the bridge company requires a signed W-9 form be attached with the application.

**Point of Contact Name(s):**

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**Phone Number(s):**

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**Email Address:**

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***For Bridge Company Use Only:***

Bridge Rental Application Decision (Approved/ Denied): \_\_\_\_\_

Bridge Rental Permit Number: \_\_\_\_\_

Bridge Company Representative Signature: \_\_\_\_\_

**Event Name:**

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**Event Type (Check one):**

- Walk/ Run       Other

Note: If your event is a walk/ run, please attach your route map to this application indicating the start/ end points.

**Other Event Type (Check one):**

- Private (Weddings, Reunions, etc.)  
 Corporate (Conferences, Receptions, etc.)  
 Public (Festivals, Shows, etc.)  
 Other: \_\_\_\_\_

Note: The Bridge Company requires a certificate of insurance from the applicant for all event types.

**Other Event Accommodations (Check one):**

- With Alcohol       Without Alcohol

Note: For alcohol related events, please refer to page 4 for additional information.

**Event Date and Time:**

Date: \_\_\_\_\_ Time: \_\_\_\_\_am/pm - \_\_\_\_\_am/pm

Note: The Bridge Company requires off-duty City of Newport police officers at the event 30 minutes before & 30 minutes after. For more information see page 11.

**Event Set-up and Clean-up Times:**

Set-up: \_\_\_\_\_am/pm - \_\_\_\_\_am/pm | Clean-up: \_\_\_\_\_am/pm - \_\_\_\_\_am/pm

Note: The Bridge Company requires all set-up and clean-up to occur on the same day as the bridge rental. All clean-up must be complete by 11:30pm on the day of rental.

**Event Overview/ General Description:**

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**Number of Attendees:**

Estimated: \_\_\_\_\_ Final Count: \_\_\_\_\_

Note: The Bridge Company requires a final number of attendees no later than 30 days before the event.

**Event Rental Equipment Services:**

The Bridge Company has an exclusive agreement with ColdIron Events & Rentals for event equipment rental. The Bridge Company requires a copy of your final rental contract, no later than 30 days before the event. For questions regarding pricing and availability please contact ColdIron Events & Rentals below.

ColdIron Events & Rentals  
[www.coldironeventrentals.com](http://www.coldironeventrentals.com)  
513-882-2951

**Bar and Catering Services**

The Bridge Company has an exclusive agreement with BB Riverboats & Current Catering for catering and bar services. The Bridge Company requires a copy of your final catering and/ or bar service contract no later than 30 days before the event. For questions regarding pricing and availability please contact BB Riverboats & Current Catering below.

Note:

- If the Bridge Company allows alcoholic beverages on the bridge for the event, all alcohol shall be confined to the bridge area.
- If the applicant elects to have a bar services as part of their event, the applicant agrees to the bar providing non-alcoholic drinks as well.
- The applicant and/or applicant’s vendors under no circumstances may have any outside alcohol at their private event.
- The applicant and/or applicant’s vendors under no circumstances may bring outside food or drinks for purchase at their private event to compete with the catering and bar services.

BB Riverboats & Current Catering  
[www.Current-Catering.com](http://www.Current-Catering.com)  
859-655-3850

**All Event Vendors**

	Organization	Contact Person	Phone Number
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

Note:

- The Bridge Company requires all vendors who need vehicular access to/ from the bridge to submit an appropriate certificate of insurance to the Bridge Company no later than 30 days before the event. (See Page 6: Terms of Bridge Rental #5)
- All vendors are required to have the appropriate permits from the City of Newport.
- For questions regarding the appropriate permits please contact the City of Newport: 859-292-3666 | [www.NewportKY.gov](http://www.NewportKY.gov)



## Terms of Bridge Rental

1. The applicant agrees to comply with all the federal, state and local laws and rules and regulations applicable to the use of the bridge.
2. The Bridge Company will evaluate the use of the bridge through the submission of a completed bridge rental application.
3. The Bridge Company reserves the right to refuse a bridge rental application and/ or revoke the use of the bridge at any time as it deems necessary.
4. The applicant shall indemnify and hold harmless the Purple People Bridge Company, The City of Newport, and its officers and directors, its employees, agents and its members from any and all claims or liabilities arising out of the applicant's use of the bridge.
5. The applicant must provide a certificate of insurance with the following information:  
**Certificate Holder:** The Purple People Bridge Company  
**Additionally Insured:** City of Newport, Southbank Partners, City of Cincinnati, and Newport on the Levee  
**Minimum Aggregate Policy:** \$2 million
6. The Bridge Company must approve all advertising, publicity, and advertising when the bridge name, image, or likeness is used.
7. During private rental of the bridge, continuous public use shall be limited to Pagan's Path, a separate pedestrian walkway on the eastern-most portion of the bridge.
8. Vehicles of any kind will need to get authorization and a permit from the Bridge Company to access and operate on the bridge.
9. This bridge rental application does not address the use of any street, sidewalk or public/private right-of-way in the cities of Newport, Kentucky or Cincinnati, Ohio. If the applicant wishes to use such areas, the applicant must get appropriate permits from individual cities and submit copy of appropriate permits to Bridge Company as necessary and upon request.
10. The applicant shall have the use of the bridge only for the specified purposes described within this application.
11. The applicant shall have the use of the bridge only during the specified dates and times within this application.
12. The applicant understands bridge rental is for rain or shine, and no refunds will be permitted.
13. The applicant shall be held financially and legally responsible for its guests, participants or any third parties the applicant hires for the event.
14. The applicant is responsible for the safety and good order of any equipment and all property, and is liable if the property is lost, stolen, damaged or misplaced.
15. The applicant must leave the bridge in the same or better condition in which it was before the event, if not the applicant could be denied future use and/or incur additional charges, including but not limited to the bridge rental deposit.

**Terms of Bridge Rental (cont.)**

- 16. The applicant holder voluntarily assumes the risk of any and all damage to or loss of any personal property belonging to or brought on the premises of the Purple People Bridge by the applicant holder, its agents, employees, licensees, invitees, or vendors.
- 17. If approved, the applicant understands the bridge rental is non-transferable.
- 18. If approved, the applicant is responsible for conveying all information, policies, and procedures to all parties involved in this event – including all vendors and sponsors.
- 19. If approved, the applicant must have a copy of the approved bridge rental permit on hand during the entirety of the event and shown upon request.
- 20. If approved, this bridge rental application shall terminate no later than the time and date stated in this application, and the bridge shall be vacated no later than the end of the clean-up time indicated in this application.
- 21. If the applicant wishes to cancel the bridge rental, the applicant must do so in writing to the Bridge Company no less than 60 days before the event. Any cancellation less than 60 days before the event, the applicant will forfeit their deposit. Any cancellation less than 30 days before the event, the applicant will forfeit their deposit and bridge rental fees.
- 22. The Bridge Company must approve the use of any alcohol with their bridge rental application. More information can be found on Attachment #2.
- 23. If the terms of the bridge rental are not followed or if the bridge rental application has been misrepresented, the Bridge Company has the right to cancel the event, revoke the approved permit, retain any and all payments, and future use of the bridge by the applicant or its representative(s) may be restricted or denied.
- 24. Violators of the bridge rental terms will be prosecuted to the fullest extent of the law.

By signing below:

I, the applicant, have read and fully, understand, and agree to follow all the terms of the bridge rental before, during, and after our event on the Purple People Bridge.

I, the applicant, also understand this application is not approved until an approved and signed permit is issued by a representative from the Bridge Company.

Applicant/ Organization Printed Name: \_\_\_\_\_

Authorized Representative of Applicant Printed Name: \_\_\_\_\_

Authorized Representative of Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## General Rules & Regulations

1. All federal, state, and local laws apply.
2. No disruptive or unruly behavior on the bridge.
3. No explicit music to be played on the bridge.
4. No jumping or diving off bridge.
5. No throwing of any objects from the bridge.
6. No intoxication in any form.
7. No motorized vehicles - except those authorized by permit.
8. No shoeless persons.
9. No littering.
10. No unapproved vendors or solicitation or loitering.
11. No unapproved distributing literature, stickers, flyers or coupons.
12. Bikers and skaters must yield to pedestrians.
13. All pets must be leashed at all times, and any pet waste must be removed by pet owner immediately.
14. Vehicles of any kind will need to get authorization and a permit from the Bridge Company to access and operate on the bridge.
15. Security cameras are monitoring all bridge activity 24/7/365.
16. Violators of the bridge rules and regulations will be prosecuted to the fullest extent of the law.

By signing below:

I, the applicant, have read and fully, understand, and agree to follow all the general rules and regulations before, during, and after our event on The Purple People Bridge.

I, the applicant, also understand this application is not approved until an approved and signed permit is issued by a representative from the Bridge Company.

Applicant/ Organization Printed Name: \_\_\_\_\_

Authorized Representative of Applicant Printed Name: \_\_\_\_\_

Authorized Representative of Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Attachment # 1: 2025 Bridge Rental Rate Sheet**

**Walk/ Run Rates**

Security Deposit: \$500.00 *(Not included in Bridge Rental Fee)*

Bridge Rental Fee: \$1,000.00

**Notes:**

- The deposit must be paid and submitted with a completed bridge rental application and applicable attachments in order to “hold” your event date.
- An administrative review of the submitted application and a reservation of the requested date will not occur until a deposit is received by the Bridge Company.
- If the bridge rental application is approved, the Bridge Company will submit an invoice to the applicant for the bridge rental fee.
- The full bridge rental fee must be paid no less than 60 days before the event. If the bridge rental application is submitted for a date within 60 days of the event, the bridge rental fee must be paid at the time the application is submitted.
- If the applicant, cancels their event less than 60 days before the event, the applicant will forfeit their deposit. Any cancellation less than 30 days before the event, the applicant will forfeit their deposit, bridge rental fee, and other applicable fees.
- If the bridge rental fee is not paid in full at least 60 days before the event, the Bridge Company will revoke approval, cancel the event and the applicant will forfeit their bridge rental deposit.
- The bridge rental fee includes trash removal for only bagged trash. If any trash is not in a garbage can or in a garbage bag after the rental period, the applicant will forfeit all of their deposit.
- If the after-event report by Bridge Company personnel is satisfactory (all terms, rules and regulations were followed) your deposit will be returned in full. If the after-event report is unsatisfactory a portion or all of the deposit may be retained.

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***For Bridge Company Use Only:***

Bridge Rental Deposit Amount: \$ \_\_\_\_\_

Date Received: \_\_\_\_\_

Bridge Rental Fee Amount: \$ \_\_\_\_\_

Date Received: \_\_\_\_\_

**Attachment # 1: 2025 Bridge Rental Rate Sheet (cont.)**

**Event Rates**

Security Deposit: \$1,000.00 *(Not included in Bridge Rental Fee)*

Bridge Rental Fee: \$3,000.00 *(Private, Non-Profit, etc.)*

**Notes:**

- The deposit must be paid in full and submitted with a completed bridge rental application and applicable attachments (W9, Certificate of Insurance, etc.) must be submitted with this application for review.
- An administrative review of the submitted application and a reservation of the requested date will not occur until a deposit is received by the Bridge Company.
- If the bridge rental application is approved, the Bridge Company will submit an invoice to the applicant for the bridge rental fee.
- The bridge rental fee must be paid in full no less than 60 days before the event. If the bridge rental application is submitted for a date within 60 days of the event, the bridge rental fee must be paid within 24 hours of the applicant receiving approval for their event by the Bridge Company.
- If the applicant cancels their event less than 60 days before the event, the applicant will forfeit their deposit. Any cancellation less than 30 days before the event, the applicant will forfeit their deposit, bridge rental fee, and other applicable fees.
- If the bridge rental fee is not paid in full at least 60 days before the event, the Bridge Company will revoke approval, cancel the event and the applicant will forfeit their bridge rental deposit.
- The bridge rental fee includes trash removal for only bagged trash. If any trash is not in a garbage can or in a garbage bag after the rental period and Bridge Company personnel is left to clean-up, the applicant will forfeit their security deposit.
- If the after-event report (all terms, rules and regulations were followed) is satisfactory your security deposit will be returned in full. If the after-event report is unsatisfactory a portion or all of the security deposit may be forfeited.

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***For Bridge Company Use Only:***

Bridge Rental Deposit Amount: \$\_\_\_\_\_

Date Received: \_\_\_\_\_

Bridge Rental Fee Amount: \$\_\_\_\_\_

Date Received: \_\_\_\_\_

**Attachment # 1: 2025 Bridge Rental Rate Sheet (cont.)**

**Other Fees**

All other applicable fees must be paid in full no less than 30 days before the event. If the bridge rental application is submitted for a date within 30 days of the event, all other fees must be paid in full within 24 hours of the applicant receiving approval by the Bridge Company.

If all other applicable fees are not paid in full at least 30 days before the event, the Bridge Company will revoke approval, cancel the event and the applicant will forfeit their bridge rental deposit and bridge rental fee.



**Security**

- A minimum of (2) security persons for (4) hours is required for any event at a minimum cost of \$480.00 to the applicant.
- The Bridge Company and/or its representatives will provide off-duty City of Newport police officers at the event for public crowd control, venue oversight, safety, and emergency response.
- The Bridge Company at their own discretion will dictate the number of security persons required for an event given its size and type and will invoice the applicant separately from their rental rate.
- The applicant at their discretion may also elect to have additional security at their event at the applicants cost.



**Bar and Catering Services**

- The Bridge Company requires those who elect to have bar services must rent an ice chest and the appropriate number of bar kits from ColdIron as deemed necessary by BB Riverboats in order to provide adequate service.
- The applicant at their cost will rent these items directly through Coldiron and they will be delivered with your other rental equipment.

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***For Bridge Company Use Only:***

Security Fees

- # of Security: \_\_\_\_\_
- # of Hours: \_\_\_\_\_
- Total Security Cost: \_\_\_\_\_
- Date Payment Received: \_\_\_\_\_
- Security Confirmation: \_\_\_\_\_

Bar Package Fees

- # of Bar Kits: \_\_\_\_\_
- # of Ice Chests: \_\_\_\_\_
- ColdIron Contract Received:  
\_\_\_\_\_
- Current Catering Contract Received:  
\_\_\_\_\_