



Why The Greenway for your Brand Activation

The contemporary public park in the heart of Boston





Why The Greenway for your Brand Activation

Maximize your brand's reach by hosting your activation on The Greenway in downtown Boston! The Greenway welcomes millions of visitors annually to gather, play, unwind, and explore.

We offer:

- an **iconic downtown Boston backdrop**
- a **beautiful** setting in a **contemporary** park
- access to a **range of demographics and new audiences**
- **support** throughout the planning and execution process
- a variety of **popular** spaces with **unique** landscapes
- the chance to create **buzz-worthy and engaging** brand experiences

An aerial photograph of a city, likely Boston, showing a dense urban landscape with numerous skyscrapers and buildings. A large body of water, possibly a harbor or lake, is visible in the upper center. A greenway, a path for walking and cycling, runs along the waterfront, separating the city from the water. The image has a green tint.

“Reconnecting the city to its waterfront,
The Greenway has also become a destination
unto itself: a serene respite from bustling streets,
a place of immense beauty, a platform for
adventurous public art.”

— Yvonne Abraham, *The Boston Globe*

Second-to-none location in the heart of Boston

The Greenway is adjacent to premier neighborhoods and destinations in downtown Boston, providing access to a wide range of demographics:



Corporate Districts

Financial District, Innovation District



Popular Tourist Destinations

Faneuil Hall, New England Aquarium, Freedom Trail, Boston Children's Museum



Residential Neighborhoods

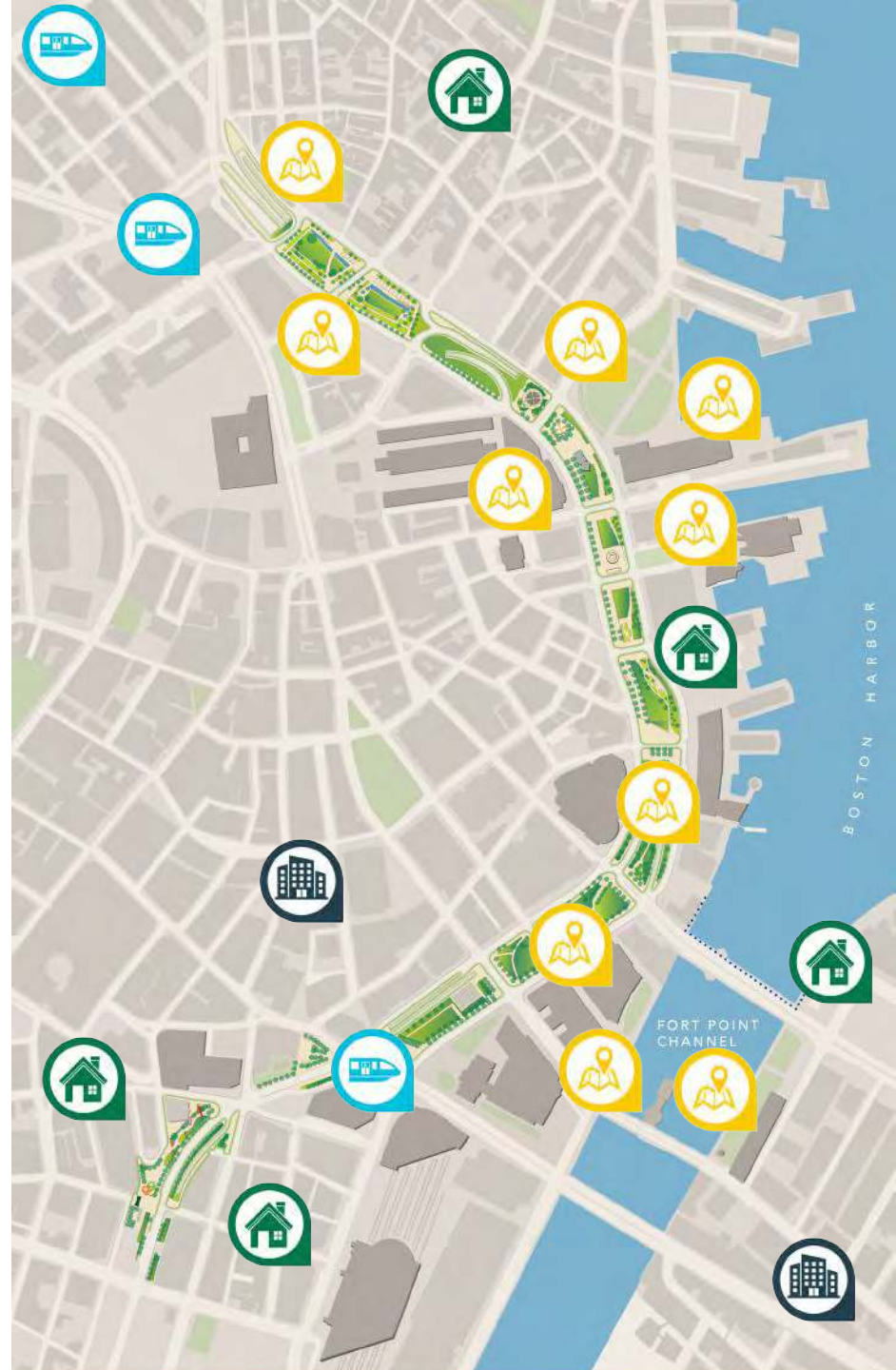
North End, Wharf District, Chinatown



Major Transit Hubs

North Station, Haymarket, South Station

**THE
GREEN
WAY**



We have partnered with leading brands



Partnering with us provides ample benefits

We will guide you through every step of the process to ensure your activation is a success.



We are adept at supporting your:

- ❑ **Permitting**
We help identify needed permits
- ❑ **Marketing**
We can leverage our communication channels
- ❑ **Execution**
We conduct walkthroughs and provide layouts
- ❑ **Operations**
We will be on site day-of

Twitter - 15K followers
[@HelloGreenway](https://twitter.com/HelloGreenway)

Facebook - 14K followers
[/RoseKennedyGreenway](https://www.facebook.com/RoseKennedyGreenway)

Instagram - 19K followers
[@rosekennedygreenway](https://www.instagram.com/rosekennedygreenway)

Website - 800K pageviews/year
[rosekennedygreenway.org](https://www.rosekennedygreenway.org)



Unique Landscapes

The Greenway offers many distinct spaces for activations.

Large plazas ideal for:

- High-attendance events
- Unique structures
- Block parties and festivals
- Branded vehicles
- Large tents
- Handouts and giveaways

Lush, organic lawns ideal for:

- Beautiful backdrops
- Passive activities
- Fitness classes
- Movie screenings



The Greenway

A variety of locations are available for your activation

Chinatown

North End

Dewey Square / Financial District

Greenway Carousel

Wharf District

Rowes Wharf Plaza

Chinatown

Chinatown is a lively area that reflects Asian traditions and artwork.

Chin Park hosts the official entrance to the historic Chinatown neighborhood and is the largest open space within the community.



Chinatown

Attractions

- Chinatown Gate
- Chin Park Plaza

Adjacent Attractions

- Historic Chinatown neighborhood
- South Station
- Theatre District

Demographics

- Residents
- Families
- Tourists
- Young professionals







Dewey Square

Dewey Square is a heavily sought-after venue that connects Boston's major transportation hub, South Station, to downtown Boston and the Financial District.

It is one of the busiest public spaces in Metro Boston.



Dewey Square

Attractions

- Greenway Food Trucks
- Signature contemporary mural
- Pop-up beer garden (select days)

Adjacent Attractions

- South Station

Demographics

- Office workers
- Young professionals
- Daily commuters
- Tourists





Photo By Daniel Nystedt

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Rowes Wharf Plaza

Rowes Wharf Plaza is one of the largest plazas on The Greenway.

This space is a popular destination to enjoy the scenic backdrops of beautiful architecture, horticulture, and nearby waterfront.



Rowes Wharf Plaza

Attractions

- Greenway Food Trucks
- Trillium Brewing beer garden
- Greenway Open Market (weekends only)

Adjacent Attractions

- Boston Harbor Hotel
- Harbor Walk

Demographics

- Tourists
- Office workers
- Young professionals
- Residents
- Families





We are filming today.

By entering this space, you give up the right to be photographed and filmed. Thanks.

L.L.Bean
Be an Outsider
at work

Don't
bother
with this
sign.





Wharf District

This four block section of The Greenway along the waterfront features beautiful backdrops with historic landmarks and city views.

It is an inviting area with open lawns, enchanting fountains, and unique light features.



Wharf District

Attractions

- Greenway Food Trucks
- Trillium Brewing beer garden
- Greenway Open Market (weekends only)
- Rings Fountain

Adjacent Attractions

- Boston Harbor Hotel
- New England Aquarium
- Faneuil Hall / Quincy Market
- Long Wharf
- Harbor Walk

Demographics

- Tourists
- Office workers
- Young professionals
- Residents
- Families







 **wayfair**
Visit us on the Greenway

Bean

S'more — out of — Summer



Greenway Carousel

Steps from Boston Harbor and situated between Faneuil Hall and Christopher Columbus Park, the Greenway Carousel offers a charming atmosphere that compliments the spacious plaza and nearby tourist destinations.



Greenway Carousel

Adjacent Attractions

- Faneuil Hall / Quincy Market
- New England Aquarium
- Christopher Columbus Park
- Boston Harbor Islands Pavilion
- Long Wharf

Demographics

- Tourists
- Residents
- Families







CAROUSEL

Rose Kennedy Greenway.org

Your Ticket to Summer Fun!
100 VENUES
ON FRIDAYS
50% FREE

WHEELCHAIR ACCESSIBLE
NO FEE

GREENWAY

North End

This area borders a historic residential community and features trellis pergolas with swinging benches, signature gardens, and views of notable architecture and downtown.

The Freedom Trail, a top city attraction, runs right through it.



North End

Attractions

- The Freedom Trail

Adjacent Attractions

- Boston Public Market
- Historic North End neighborhood
- TD Garden
- Faneuil Hall / Quincy Market
- Haymarket

Demographics

- Residents
- Families
- Tourists
- Young professionals





Photo By Matt Conti





LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA

LAVAZZA

PROUDLY SERVED
IN THE NORTH END
Caffé Victoria
Tresca Restaurant
Ristorante Fiore

TORINO,
ITALIA, 1895.

What they're saying:

“The Greenway was, hands down, one of the BEST locations we chose for [our tour]. The staff was more than accommodating and helpful, and we were placed in such an amazing portion of The Greenway. We all still talk about it and how glad we are that we decided to do it.” – Local Brand Manager

“Location is prime. Foot traffic and visibility available on The Greenway is unmatched.”
– Brand Communications Manager

“[The event] was perfect! Greatest attendance and participation of all of our locations.”
– Location Manager

“The Greenway is always a given destination for [our] clients.”
– Marketing Agency Account Executive

“The location was fantastic. Lots of eyeballs! [The Greenway Conservancy was] also wonderful to work with and extremely helpful.” – Event Marketing Agency Producer

Boston NEWS • RESTAURANTS • WELLNESS • LIFE & STYLE • WEDDINGS • HOME & PROPERTY • TRAVEL

Maybe more exciting than your average neighborhood block party: The Boston Calling Block Party series has returned to Dewey Square Park, part of the Rose Kennedy Greenway, bringing free concerts to the neighborhood on Thursday evenings through Aug. 29.



We would be thrilled to work with you!

If you have any questions about our park, layouts, permitting, or fees, please contact:

Eileen Ong, Programs and Business Development Manager
eong@rosekennedygreenway.org
617-603-7723

We look forward to working with you to showcase your brand on The Greenway!

