



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





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, Boston Seaport



Popular Tourist Destinations

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



Residential Neighborhoods

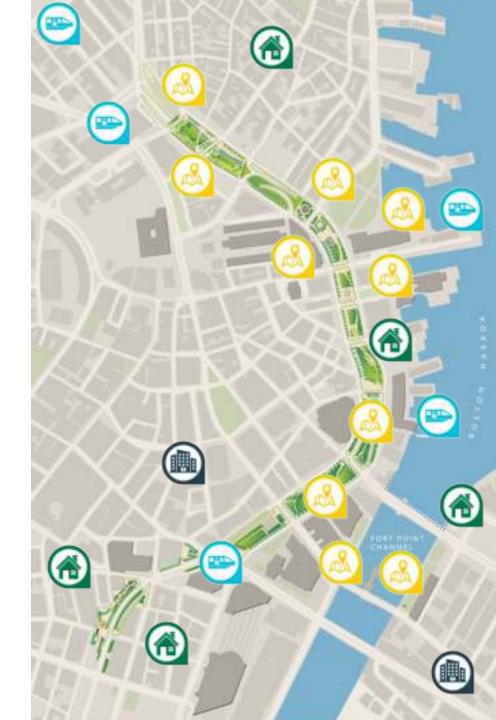
North End, Wharf District, Chinatown



Major Transit Hubs

North Station, Haymarket, South Station, Long Wharf Ferry Terminal, Rowes Wharf Ferry Terminal





We have partnered with leading brands

























































X Citizens Bank®

L.L.Bean



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:

- PermittingWe help identify needed City of Boston permits
- Execution
 We conduct walkthroughs and provide layouts
- OperationsWe will be on site day-of and can support load in / out logistics
- Marketing
 We can leverage our communication channels

Twitter - 15K followers @HelloGreenway

Facebook - 15K followers /RoseKennedyGreenway

Instagram - 21K followers @rosekennedygreenway Website - 800K pageviews/year 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:

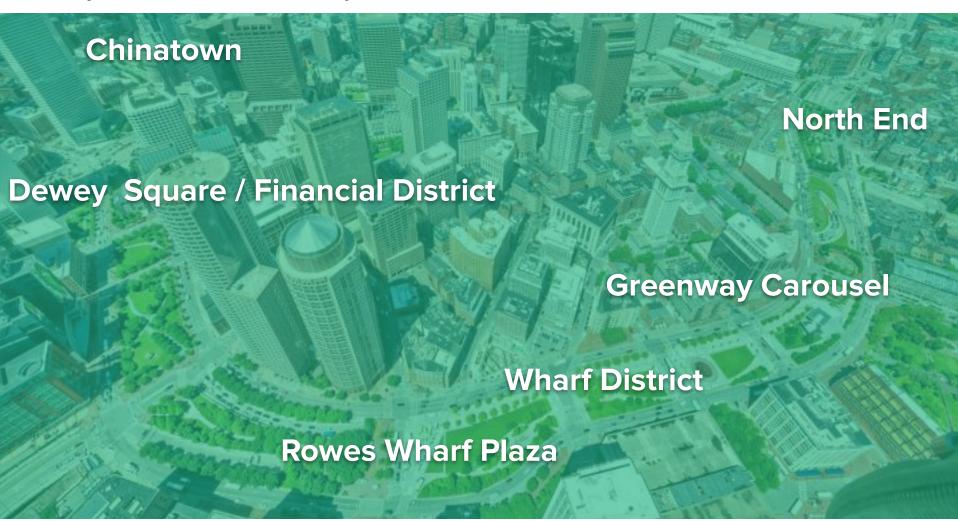
- Beautiful backdrops
- Passive activities
- Fitness classes
- Movie screenings





The Greenway

A variety of locations are available for your activation





Chinatown

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

- Residents
- Families
- Tourists
- Young professionals













Dewey Square

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

Dewey Square offers both lawn and plaza areas and boasts one of the largest murals in downtown Boston.



Dewey Square

Attractions

- Greenway Food Trucks
- Signature contemporary mural
- Pop-up wine/beer gardens (select days)
- Farmer's Market (Thursdays)

Adjacent Attractions

- South Station
- Downtown Crossing

- Office workers
- Young professionals
- Daily commuters
- Tourists















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 (select days)
- Greenway Artisan Market (weekends only)

Adjacent Attractions

- Boston Harbor Hotel
- Harbor Walk

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













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 (select days)
- Greenway Artisan Market (weekends only)
- Rings Fountain

Adjacent Attractions

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

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















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

Attractions

- The Greenway Carousel
- Greenway Food Trucks

Adjacent Attractions

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

- Tourists
- Residents
- Families















Parcel 12

Across from top Boston tourist destinations like Faneuil Hall, Parcel 12 is an unfinished segment of The Greenway that offers an open lawn area and a wildflower meadow.

Parcel 12 connects the Greenway Carousel to the North End parks.



Parcel 12

Adjacent Attractions

- Faneuil Hall / Quincy Market
- Haymarket
- Historic North End neighborhood
- Christopher Columbus Park

Demographics

- Tourists
- Residents
- Families
- Young professionals









North End

This area borders a historic residential community and features trellis pergolas with swinging benches, fountains, 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
- North End Fountains

Adjacent Attractions

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

Demographics

- Residents
- Families
- Tourists
- Young professionals











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

Opportunities are available to sponsor our programs:









If you are interested in trying something new, we would love to partner with you to bring these ideas to life on The Greenway...





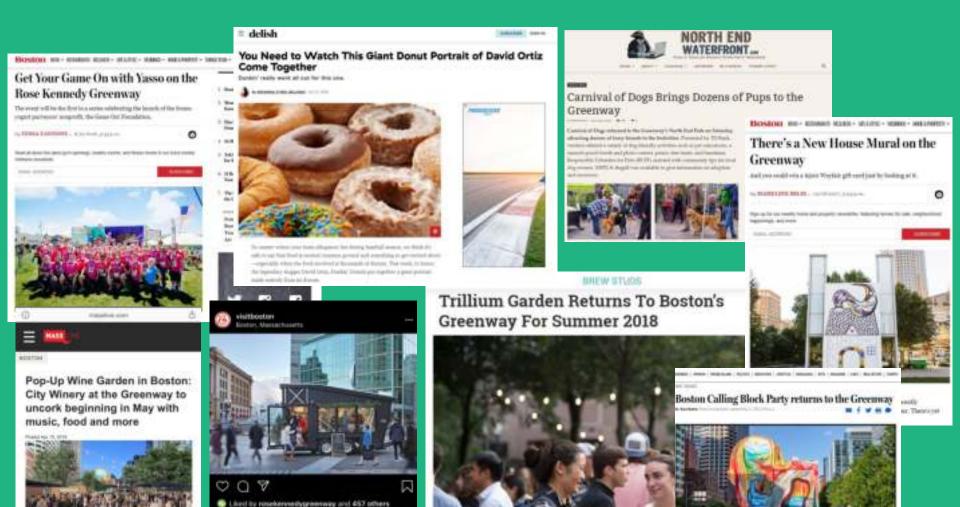








In the News



net excellent from the company and the first part. The theory of the Web Perison was betra from these Perisons of the Tene Teneral Statement, brigging the control of the anglitude of

visitboston Still Pholiday shopping? Support your local artisans by heading to the Rose Kernedy Greenway Witter Market on Dewy Square weekday. From 11a-7p, starting December 2nd though Celebrates 20th See the line in the

roankermedygreenway Come milit us! W 44 @

Receptings grant differential

in Deploy this survive



We would be thrilled to work with you!

If you would like to host an event in the park, please complete our **Event Planning Form**.

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

eventproposals@rosekennedygreenway.org

617-603-7735

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

