



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 is visible in the upper left. The entire image is covered with a semi-transparent green filter. Overlaid on the image is a quote in white text.

**“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, 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



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 City of Boston permits
- ❑ **Execution**
We conduct walkthroughs and provide layouts
- ❑ **Operations**
We will be on site day-of and can support load in / out logistics
- ❑ **Marketing**
We can leverage our communication channels

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

Facebook - 15K followers
[/RoseKennedyGreenway](https://www.facebook.com/RoseKennedyGreenway)

Instagram - 21K 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





景观

FREE MILK & COFFEE

NOT MILK

IT'S MILK BUT NOT

Hot Pot





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

Demographics

- Office workers
- Young professionals
- Daily commuters
- Tourists





Photo By Daniel Nystedt







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

Demographics

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





We are
filming
today.

Be an
Outsider

at work



Photo By Matt Teuten





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

Demographics

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











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MAKES
YOU

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Let your voice be heard
Share your REALness with
the world. #AerieREAL

BE SAFE!
WEAR A
SEATBELT!

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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

Demographics

- Tourists
- Residents
- Families





MILK,
MEET
YOUR
MATCH









Rose Kennedy Greenway.org

100 VENUES
ON FRIDAYS
20% FREE

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





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accessories for getting outside.
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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









LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA

LAVAZZA
PUNTI VENDITA
IN TUTTA NOSTRA LINGUA
Caffè Valenza
Tavola Restaurant
Ristorante Flare

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...

Firepits



***Rock climbing /
Outdoor adventures***



Performances



***Winter market /
activations***



***Nighttime events /
Light displays***



***Glamping /
Retreat spaces***



In the News

Get Your Game On with Yasso on the Rose Kennedy Greenway

The event will be the first in a series celebrating the benefits of the Greenway project partnership amongst the Green Out Foundation.

by TERRA FARRUGIO - 10/10/2018 11:00 AM

Head all about the Greenway's upcoming events, and how to get the most out of your visit.



Photo: Rose Kennedy Greenway

MASS

BOSTON

Pop-Up Wine Garden in Boston: City Winery at the Greenway to uncork beginning in May with music, food and more

Posted Apr 10, 2018



City Winery will launch a pop-up wine garden at the Greenway in Boston. The event is open to all.

By Michael Sweeney - 10/10/2018 11:00 AM

Wine, beer and music will take over the Greenway in Boston this summer.

You Need to Watch This Giant Donut Portrait of David Ortiz Come Together

Donuts? really want all out for this idea.

by KENNETH CHEN - 10/10/2018 11:00 AM



The owner of the Rose Kennedy Greenway has been having trouble with the idea of a giant donut portrait of David Ortiz. The idea is to have a giant donut portrait of David Ortiz, made of many small donuts, displayed on a sidewalk.

Carnival of Dogs Brings Dozens of Pups to the Greenway

Carnival of Dogs returned to the Greenway's North End Park on Sunday, celebrating dozens of dogs and their owners.

by KENNETH CHEN - 10/10/2018 11:00 AM



The event was a success, with many dogs and their owners participating. The event was held on the Greenway's North End Park on Sunday.

There's a New House Mural on the Greenway

And you could win a \$1000 Whykin gift card just by looking at it.

by KENNETH CHEN - 10/10/2018 11:00 AM



The mural is a new addition to the Greenway's art collection. It was created by a local artist and is located on the Greenway's North End Park.

visitboston Boston, Massachusetts



Liked by rosekennedygreenway and 457 others

visitboston Still holiday shopping? Support your local artisans by heading to the Rose Kennedy Greenway Winter Market on Dewey Square weekdays from 11a-7p, starting December 2nd through December 20th! See the link in bio to learn more!

View all 6 comments

rosekennedygreenway Come visit us! 🍷🍷🍷 @rocpingprint @fleurist

December 10, 2018

Trillium Garden Returns To Boston's Greenway For Summer 2018



Boston Calling Block Party returns to the Greenway

by KENNETH CHEN - 10/10/2018 11:00 AM



The event was a success, with many people participating. The event was held on the Greenway's North End Park on Sunday.



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!

