Why The Greenway for your Brand Activation

A contemporary public park in the heart of Boston
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
We offer a 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**
South Station, Haymarket, North Station, Long Wharf Ferry Terminal, Rowes Wharf Ferry Terminal
The Greenway

A variety of locations are available for your activation

Chinatown

Dewey Square / Financial District

North End

Greenway Carousel

Wharf District

Rowes Wharf Plaza
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

- **Planning and Operations**
  - We conduct walkthroughs and provide layouts

- **Event Execution**
  - 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

Facebook - 15K followers
/RoseKennedyGreenway

Instagram - 22K 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
Chinatown

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

Chin Park hosts the official entrance to the historic Chinatown neighborhood, Chinatown Gate, 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

Dimensions:
- Up to 7,200 sq ft of plaza space
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
● Farmer’s Market (Tuesdays)

Adjacent Attractions
● South Station
● Financial District
● Downtown Crossing
● Seaport District

Demographics
● Office workers
● Young professionals
● Daily commuters
● Tourists

Dimensions:
● Up to 19,000 sq ft of plaza space
● Up to 13,000 sq ft of lawn space
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 distinct 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
- Financial District

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

Dimensions:
- Up to 10,000 sq ft of plaza space
- Up to 16,500 sq ft of lawn space
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

Dimensions:
- Multiple 800-2,000 sq ft plazas
- Two 5,000-7,000 sq ft lawn spaces
Greenway Carousel

Situated between Faneuil Hall and Christopher Columbus Park and steps from Boston Harbor, 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

Dimensions:
● Up to 2,000 sq ft of plaza space
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

Dimensions:
- Up to 9,500 sq ft of lawn space
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

Dimensions:
- Up to 750 sq ft of plaza space
- 7,500 - 14,500 sq ft of lawn space
We have partnered with leading brands
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:

**Fitness**

**Glow in the Park**

**Play**

**Volunteering**

**Organic Horticulture**
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

**Only in Boston**

Want FREE Dunkin’ Iced Coffees?! Stop by Dewey Square Park on The Greenway April 4-6 from 10AM-4PM for a @DunkinDonuts pop-up! Reserve free VIP private seating below for you and a friend and enjoy two free medium Dunkin’ Iced Coffees!

[bit.ly/3qQjyve](bit.ly/3qQjyve)

#ad

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**Beer Gardens Are Coming Back to the Greenway**

Mark your calendars: Trillium Brewing and City Winery’s open-air experiences return to Boston in May.

*by MADENA GERA* • 4/23/2021, 5:36 p.m.

Devoted foodies and restaurant newbies love The Feed. Sign-up now for our twice weekly newsletter.

**Boston**

**Get Your Game On with Yassso on the Rose Kennedy Greenway**

The event will be the first in a series celebrating the launch of the frozen yogurt purveyors’ nonprofit, the Game On Foundation.

*by TESSA YANNONE* • 4/20/2021, 4:45 p.m.

Read all about the latest gym openings, healthy events, and fitness trends in our twice weekly fitness newsletter.

**NORTH END WATERFRONT**

**Carnival of Dogs Brings Dozens of Pups to the Greenway**

Central of Dogs returned to the Greenway’s North End Park on Saturday, attracting dozens of happy hounds to the festivities. Throughout the TD Bank, vendors offered a variety of dog-friendly activities such as pet services, a smorgasbord of food and photo options, gifts, toys, treats, and hardware. Responsible Vendors for Pets (RVP) assisted with community tips and dog care. The Everett Animal Protection Agency was available to give information on adoption and rescues.

[More on The Feed](https://thefeed.bostonmagazine.com/)

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**There’s a New House Mural on the Greenway**

And you could win a $500 Wayfair gift card just by looking at it.

*by MADELINE BILLS* • 4/18/2021, 7:14 p.m.

Sign up for our weekly home and property newsletter, featuring homes for sale, neighborhood happenings, and more.

[More on The Feed](https://thefeed.bostonmagazine.com/)
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!