



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



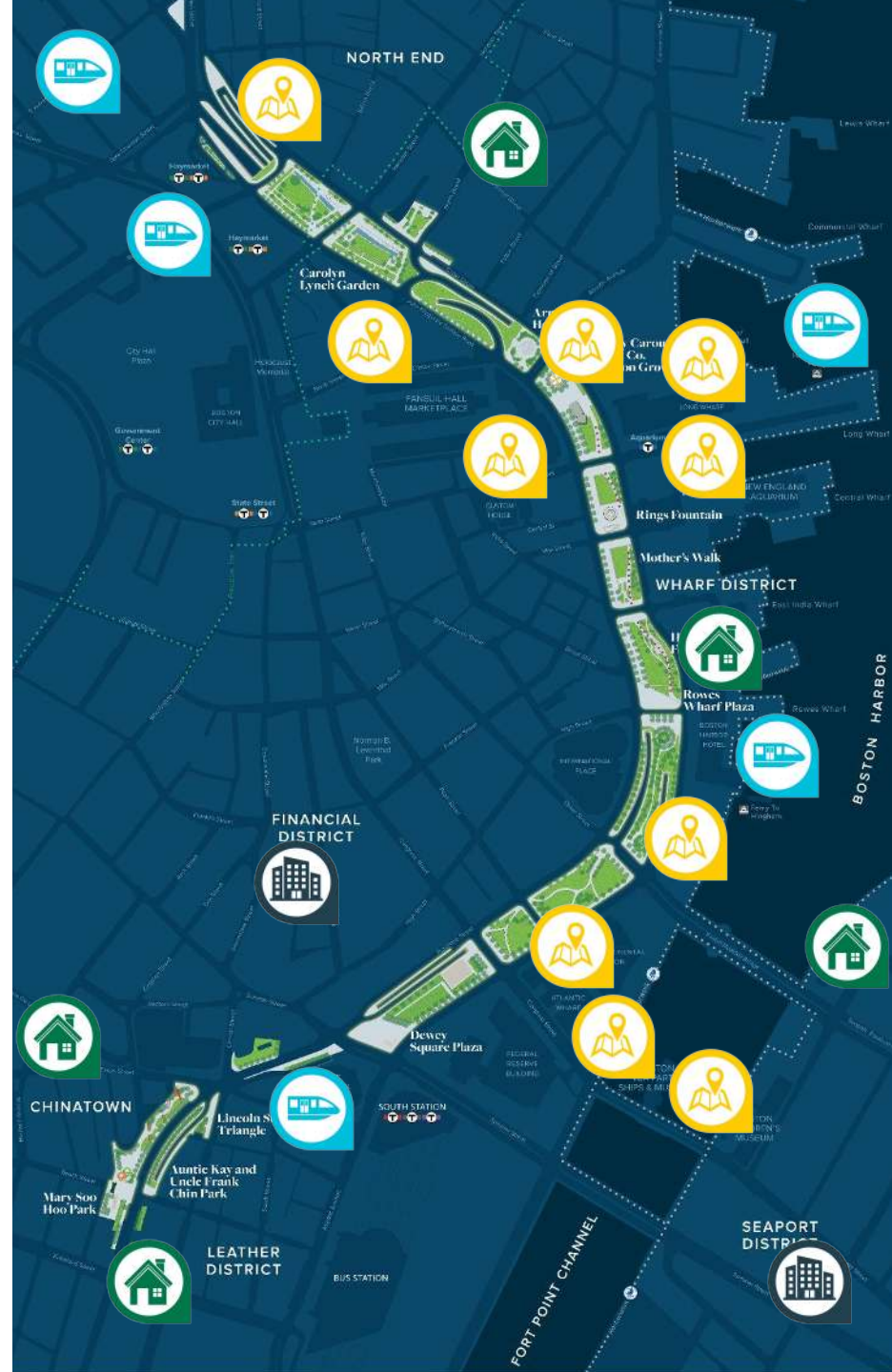
Residential Neighborhoods

North End, Wharf District, Chinatown



Major Transit Hubs

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



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

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





景观

FREE NOT MILK™ & COFFEE

NOT MILK™

IT'S MILK BUT NOT

NOT MILK

FREE NOT MILK™ & COFFEE

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
- 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







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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 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







Photo By Matt Teuten



We are filming today.

By entering this space, you give us the OK to be photographed and filmed. Thanks

LL Bean
Bean Outsider
at work

Bean Outsider
at work





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











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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





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Rose Kennedy Greenway.org

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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





BASS OUTDOOR

Share your photo using #OutsideUncomplicated
to @bassoutdoor and show one of our
brand ambassadors for a free gift!





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





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IN THE NORTH END
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Tresca Restaurant
Ristorante Fiore
TORINO, ITALIA, 1895



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

B Only In Boston
@OnlyInBOS

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/3qQjvyc

#ad



Get Your Game On with Yasso 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** • 6/21/2018, 4:43 p.m.

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

EMAIL ADDRESS

SUBSCRIBE



Image provided

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

... really went all out for this one.

by **RICARDA O'NEIL BELLORE** • OCT 8, 2019



FESTIVALS & EVENTS

This event has passed. Check out other things to do instead.

Dance the night away at Glow in the Park on the Greenway

The outdoor fundraising event returns this year, with food trucks, games, and dancing.



more of Glow in the Park

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 **MAKENA GERA** • 4/22/2021, 5:36 p.m.

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

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NORTH END WATERFRONT

News & Events for Downtown North End & Waterfront

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Carnival of Dogs Brings Dozens of Pups to the Greenway

by **MAKENA GERA** • July 8, 2020

Carnival of Dogs returned to the Greenway's North End Park on Saturday, attracting dozens of furry friends to the festivities. Presented by TD Bank, vendors offered a variety of dog-friendly activities such as pet caricatures, a smoothie/pooch booth and photo contest, prizes, free treats, and bandanas. Responsible Urbanites for Fido (RUFF) assisted with community tips for local dog owners. MSPCA-Angell was available to give information on adoption and resources.

EVENTS CALENDAR

| Thursday, February 12 |
|--|
| 3:30pm - Monthly Meetup |
| 4:00pm - 30 Minutes Fitness Class |
| 6:00pm - DUFFA Meeting - Open All Dogs |
| 7:00pm - NEFAA Monthly Meeting & L |

View Full Calendar

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Like by **rosekennedygreenway** and 457 others

visitboston Still a holiday shopping? Support your local artisans by heading to the Rose Kennedy Greenway Winter Market on Dewey Square weekdays from 11a-7p, starting December 3rd through December 20th! See the link in bio to learn more!

View all 4 comments

rosekennedygreenway Come visit us! ❤️👉👈👉👈
@poppingupnext @flexetail

December 12, 2019

There's a New House Mural on the Greenway

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

by **MADLINE BILIS** • 10/18/2017, 3:24 p.m.

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

EMAIL ADDRESS

SUBSCRIBE



Photo by Camilla Grace Photography

If you're already missing the Rose Kennedy Greenway's recently disassembled sinking yellow house installation, have no fear. There's yet another house-themed work of art now on view.



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!

