



# 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, Seaport



## Popular Tourist Destinations

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



## Residential Neighborhoods

North End, Wharf District, Chinatown, Leather District, Fort Point



## Major Transit Hubs

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





# The Greenway Map

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](https://twitter.com/HelloGreenway)

Facebook - 16K followers

[/RoseKennedyGreenway](https://www.facebook.com/RoseKennedyGreenway)

Instagram - 26K 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





# 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







Celebrity Series of Boston Presents

# Concert For One :1

給一個人的音樂會

1 Musician, 1 Listener, 1 Minute of Music

Concert For One :1

給一個人的音樂會

1 Musician, 1 Listener, 1 Minute of Music

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FREE NOT MILK™ & COFFEE

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NOT MILK  
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IT'S MILK  
BUT NOT

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

- Signature contemporary mural
- Greenway Food Trucks
- Night Shift beer garden (May - October)

## 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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GET  
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STRESS









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 (May - October)
- Greenway Artisan Market (weekends only)
- Moki Saunas (November through March)

## 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

**L.L.Bean**  
**Be an Outsider**  
at work

Don't believe what you hear.











# 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 (May - October)
- Greenway Artisan Market (weekends only)
- Farmer's Market (Thursdays)
- Rings Fountain

## Adjacent Attractions

- 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

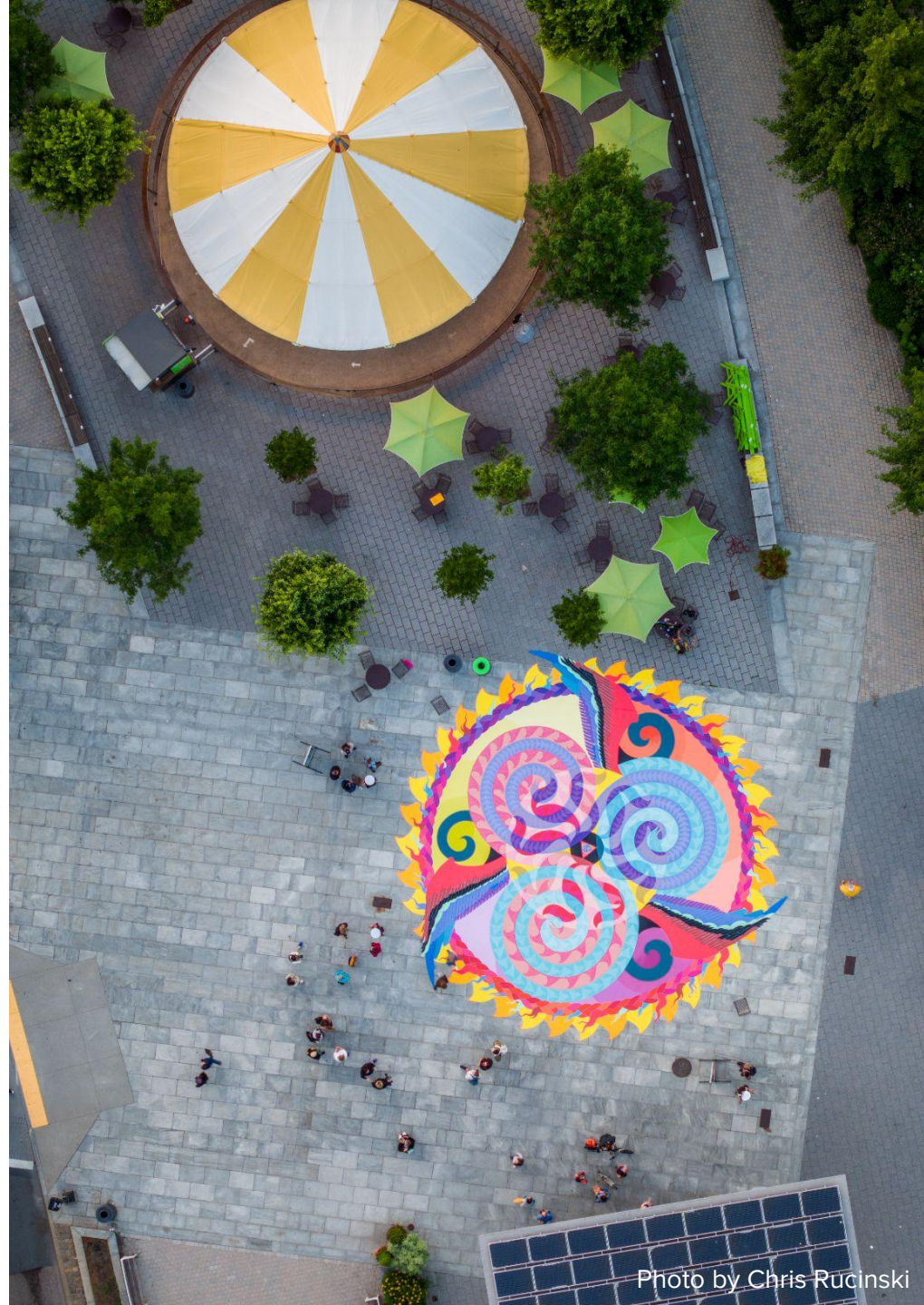
- Faneuil Hall / Quincy Market
- New England Aquarium
- Christopher Columbus Park
- Boston Harbor Islands Pavilion
- Long Wharf

## Demographics

- Tourists
- Residents
- Families

## Dimensions:

- Up to 2,000 sq ft of plaza space







#GREENWAYCAROUSEL  
#CAROUSELFIE











# 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
- Food carts

## 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











**LAVAZZA**  
TORINO, ITALIA, 1895

**LAVAZZA**  
TORINO, ITALIA, 1895

**LAVAZZA**

**LAVAZZA**  
TORINO, ITALIA, 1895

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







# 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...**





# 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](https://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

delish

SUBSCRIBE SIGN IN

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

Dunkin' really went all out for this one.

by **RHEANNA O'NEIL BELLOMO** OCT 6, 2016



GETTY IMAGES

FESTIVALS & EXPOS

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.



recap of Glow in the Park

f t i y o

## 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 newsletter.

EMAIL ADDRESS

TRAVEL

## Sauna culture is gaining steam in New England — including a new spot right here on the Greenway

Here are a few ways to find some cold comfort this winter

By **Lindsay Crudéle** Globe correspondent, Updated January 26, 2024, 8:00 a.m.

bookmark share print email f t i y o

Saunas are so hot right now



4:48

WATCH: Correspondent Lindsay Crudéle breaks down the long list of health benefits and lists the best steam spots in New England.



**NORTH END WATERFRONT**  
Now 10 Years for Boston's North End & Waterfront

HOME ABOUT CALENDAR ADVERTISE BE A PATRON SUBMIT A POST

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

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 smooth 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 15
3:30pm - Musical Mile
4:30pm - 30 Minute Beach Club
5:30pm - NEWA Monthly Meeting at 7
7:30pm - NEWA Monthly Meeting at 7

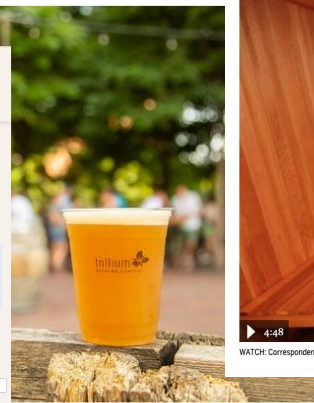
View Full Calendar

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trillium Brewing Co.





# 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](mailto:eventproposals@rosekennedygreenway.org)

**617-603-7735**

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

