



Why Choose The Greenway for Your Brand Activation

A contemporary public park in the heart of Boston

2026

**THE
GREEN
WAY**

Maximize your brand's reach!

HOST AN ACTIVATION ON THE GREENWAY IN DOWNTOWN BOSTON

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

9 Million

ANNUAL IMPRESSIONS



3.7 Million

UNIQUE YEARLY
PARK VISITORS

Perfectly Positioned

LOCATED IN THE HEART OF BOSTON AND CONNECTING DIVERSE NEIGHBORHOODS

The Greenway is adjacent to premier neighborhoods and destinations, stretching 1.7 miles from Chinatown to the North and West Ends, 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



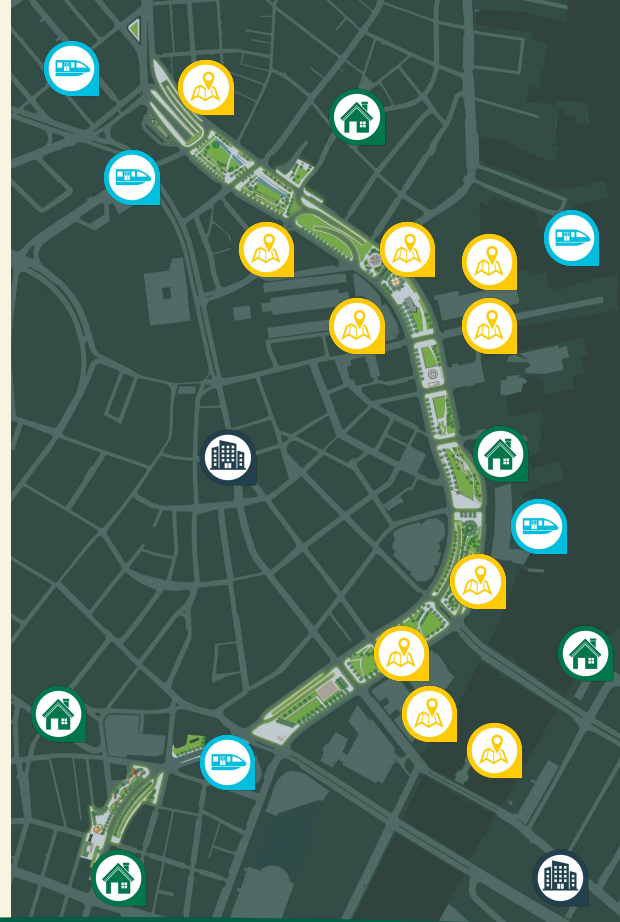
Residential Neighborhoods

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



Major Transit Hubs

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



Partnership benefits

GREENWAY STAFF IS HERE TO SUPPORT YOU EVERY STEP OF THE WAY

Permitting

We help identify needed City of Boston permits

Planning and Operations

We conduct onsite 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

- Facebook: 17.7k followers (as of September 2025)
- Instagram: 29.8k followers (as of September 2025)



Unique Landscapes

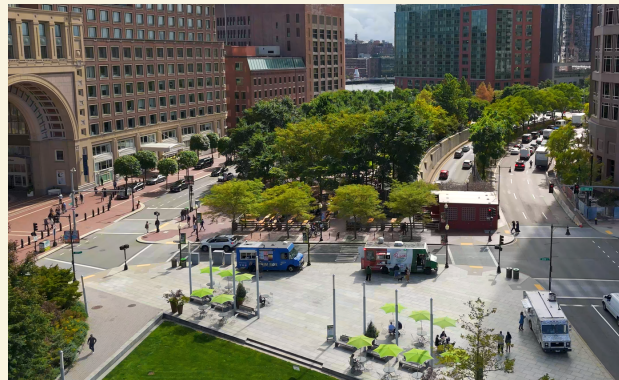
DISTINCT SPACES FOR UNFORGETTABLE ACTIVATIONS

Our **large plazas** are ideal for:

- High-attendance events
- Unique structures
- Block parties and festivals
- Branded vehicles
- Large tents
- Handouts and giveaways

Our **organically maintained lawns** are ideal for:

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



Choose your backdrop!

Chinatown

North End

Dewey Square

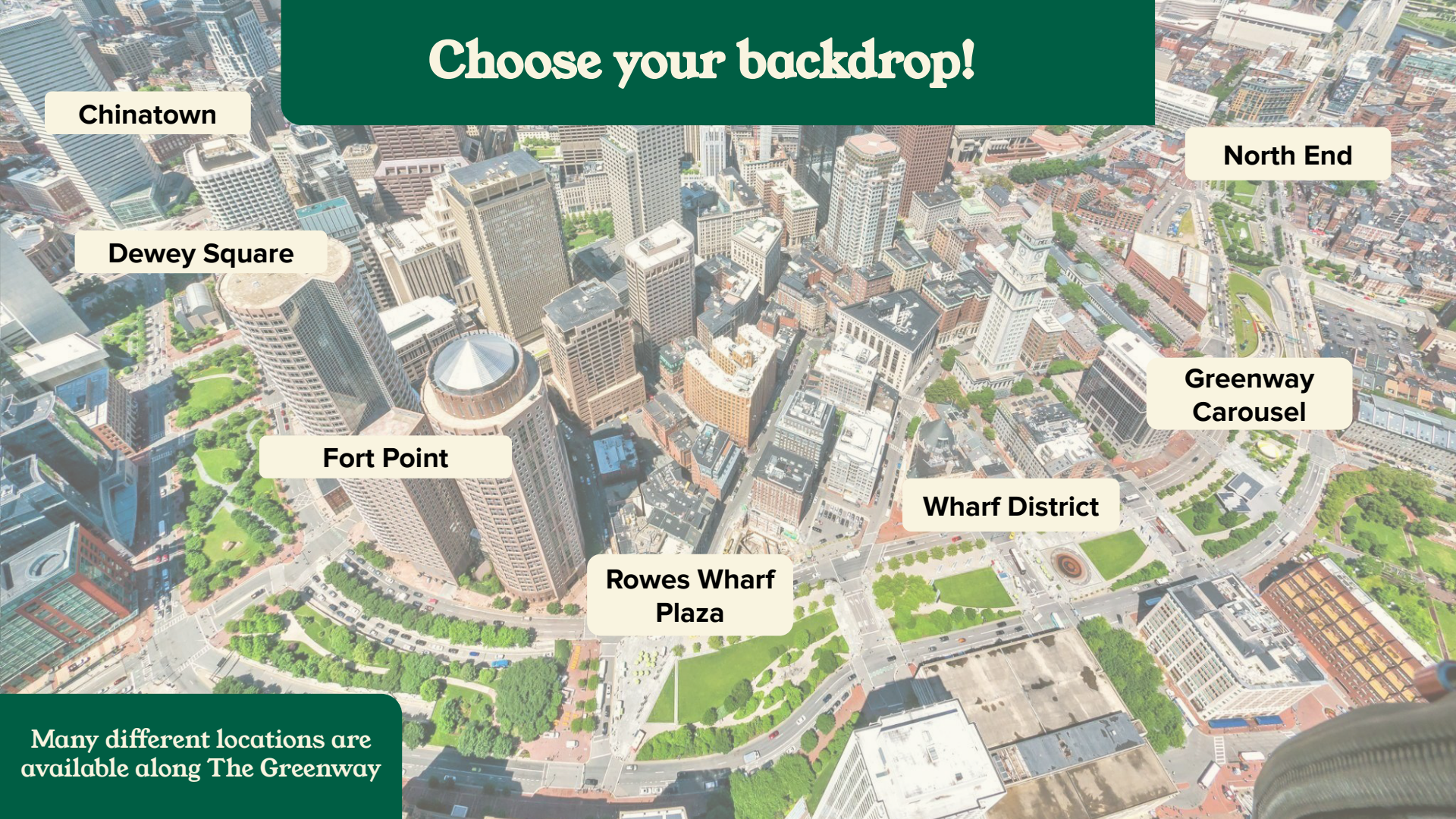
**Greenway
Carousel**

Fort Point

Wharf District

**Rowes Wharf
Plaza**

Many different locations are
available along The Greenway



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.

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Chinatown

BEACH STREET AND SURFACE ROAD: A COMMUNITY HUB

Local Attractions

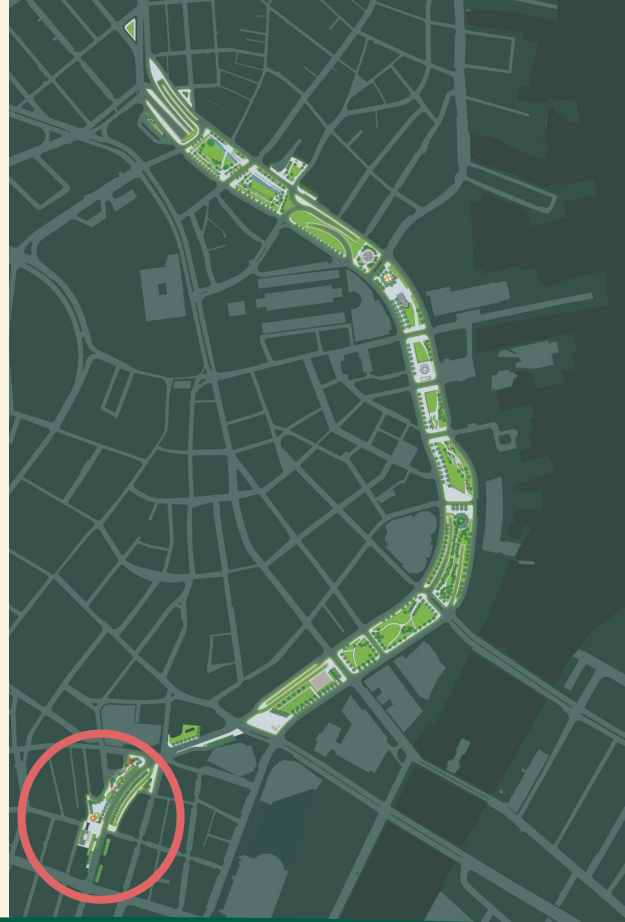
- Chinatown Gate
- Chin Park Plaza
- Historic Chinatown
Neighborhood
- South Station
- Theatre District

Demographics

- Residents
- Families
- Tourists
- Working professionals

Site Details

- Up to 7,200 sq ft of plaza
space





Concert For One: New Series

CELEBRITY SERIES OF GASTON

SHARE YOUR VOICE

Postcard your neighborhood

Find out what's next

Instagram

Celebrity Series of Gaston Presents

Concert For One :1

給一個人的音樂會

1 Musician, 1 Listener, 1 Minute of Music



FREE NOT MILK™ & COFFEE

FREE NOT 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 is home to one of the largest murals in downtown Boston.

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Dewey Square

SUMMER STREET AND ATLANTIC AVENUE: THE HEART OF THE FINANCIAL DISTRICT

Local Attractions

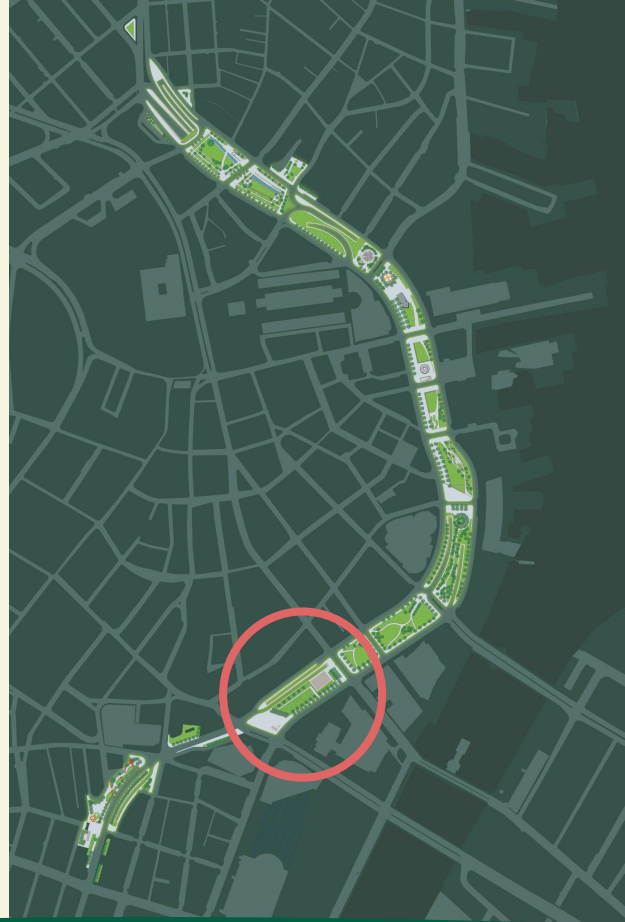
- South Station (12.5 million annual travellers)
- Signature contemporary mural
- Greenway Food Trucks
- Night Shift beer garden (May - October)
- Financial District
- Downtown Crossing
- Seaport District

Demographics

- Office workers
- Young professionals
- Daily commuters
- Regional Amtrak and Bus travellers
- Tourists

Site Details

- Up to 19,000 sq ft of plaza space
- Up to 13,000 sq ft of lawn space





Citizens

LIVE
MUSIC.

YOUR VIP PASS
TO BOSTON'S BEST LIVE ENTERTAINMENT

live

Citizens

Citizens

Citizens

LEGALIZE
FREEDOM

TORTAS

TORTAS MEXICANAS

TENUCH

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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 the nearby waterfront.

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Rowes Wharf Plaza

ATLANTIC AVENUE AND HIGH STREET: THE GATEWAY TO THE WHARF

Local Attractions

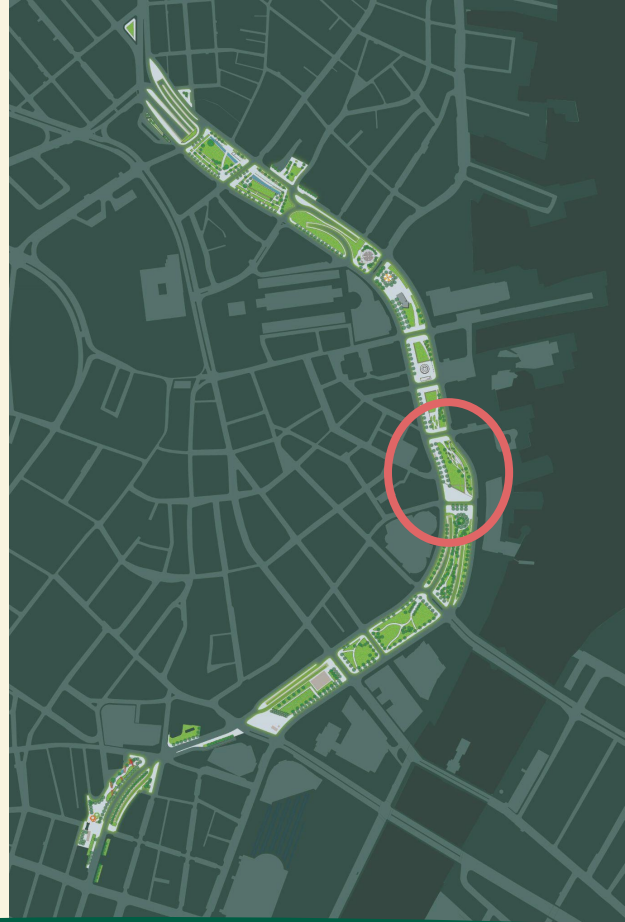
- Greenway Food Trucks
- Seasonal beer garden (May - October)
- Greenway Artisan Market (weekends only)
- Steps from Boston Harbor
- Rowes Wharf Arch
- Harbor Walk
- Financial District

Demographics

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

Site Details

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







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

**We are
filming
today.**

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

**Team
building
activities
are
mandatory.**



HEAT UP
COOL DOWN
RELAX & REPEAT

Wharf District

This two 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.

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Wharf District

MILK STREET AND ATLANTIC AVENUE: TOURIST CONNECTOR AND FAMILY FUN HUB

Local Attractions

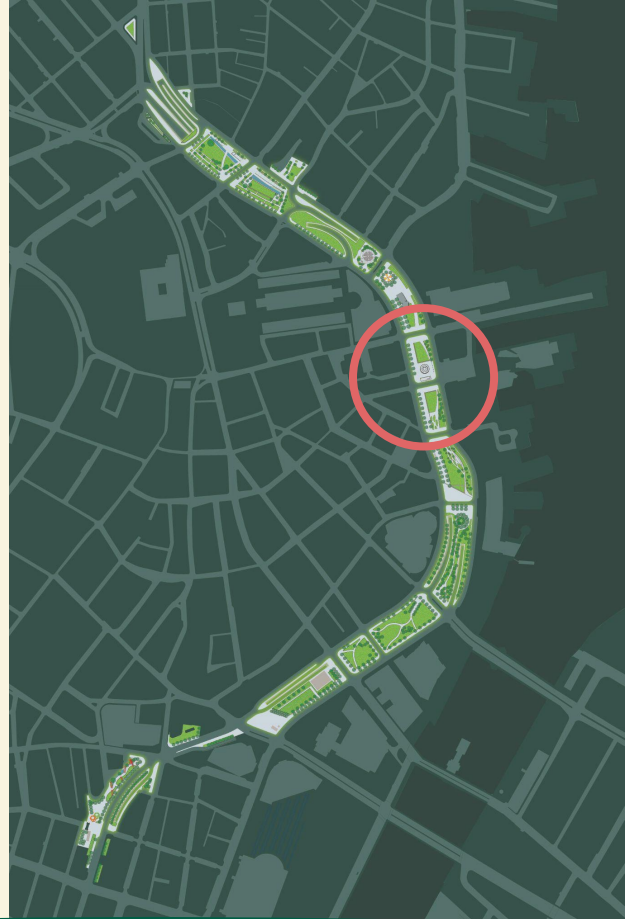
- Greenway Food Trucks
- Greenway Artisan Market (weekends only)
- Rings Fountain
- New England Aquarium
- Faneuil Hall
- Harbor Walk
- Custom House Tower
- **Tent Rental:** From June 2-7, we offer the opportunity to host events in a 5,500 sq ft tent at the Rings Fountain

Demographics

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

Site Details

- Multiple 800-2,000 sq ft plazas
- Two 5,000-7,000 sq ft lawn spaces





GRANARY TAVERN

THE ONE AND ONLY
FRASIER CRANE

FRASIER
THE ONE AND ONLY
FRASIER CRANE

Paramount+

THE ONE AND ONLY
FRASIER CRANE





An aerial photograph of a city plaza. In the foreground, a carousel with a multi-colored canopy is visible. In the background, a large, vibrant mural with spiral patterns is painted on a wall. The plaza is surrounded by trees and parked cars. The text 'Greenway Carousel' is overlaid in a large, white, serif font.

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.

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Greenway Carousel

STATE STREET AND ATLANTIC AVENUE: OUR ONE-OF-A-KIND CAROUSEL

Local Attractions

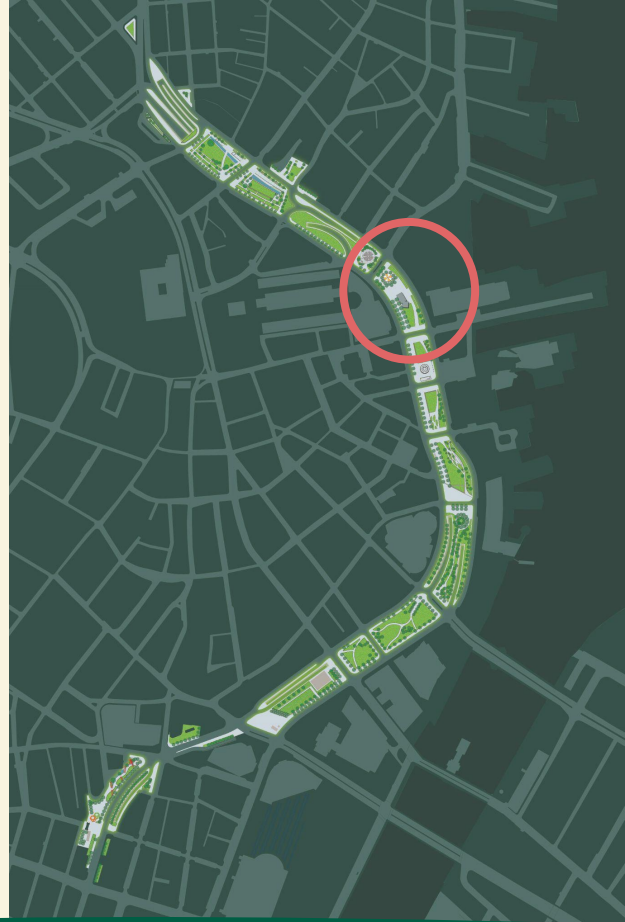
- The Greenway Carousel
- Faneuil Hall / Quincy Market
- Greenway Food Trucks
- New England Aquarium
- Christopher Columbus Park
- Boston Harbor Islands Pavilion
- Long Wharf

Demographics

- Tourists
- Residents
- Families

Site Details

- Up to 2,000 sq ft of plaza space









The Pepsi Challenge! PEPSI

The Pepsi Challenge! PEPSI
Notice of filming!

Let Your Taste Decide.
PEPSI ZERO SUGAR

Marriott
LONG WHARF

Wildflower Meadow

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.

The Wildflower Meadow connects the Greenway Carousel to the North End parks.

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Wildflower Meadow

NORTH STREET AND SURFACE ROAD: A GREEN CONNECTOR

Local Attractions

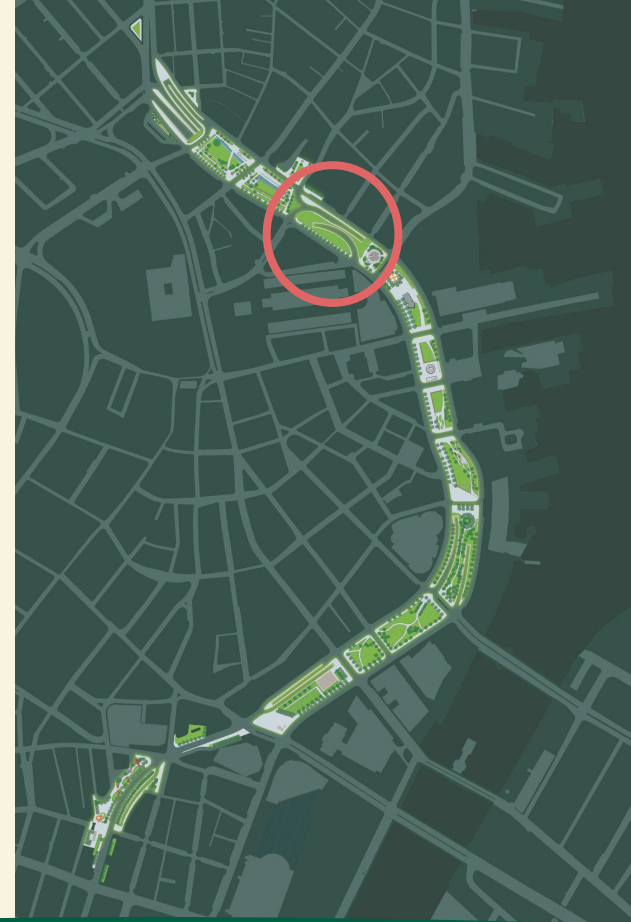
- Faneuil Hall / Quincy Market
- Haymarket
- Historic North End neighborhood
- Christopher Columbus Park

Demographics

- Tourists
- Residents
- Families
- Young professionals

Site Details

- Up to 9,500 sq ft of lawn space
- There are no available utilities onsite





North End

This two block 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.

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North End

HANOVER STREET AND CROSS STREET: THE FRONT PORCH OF THE NEIGHBORHOOD

Local Attractions

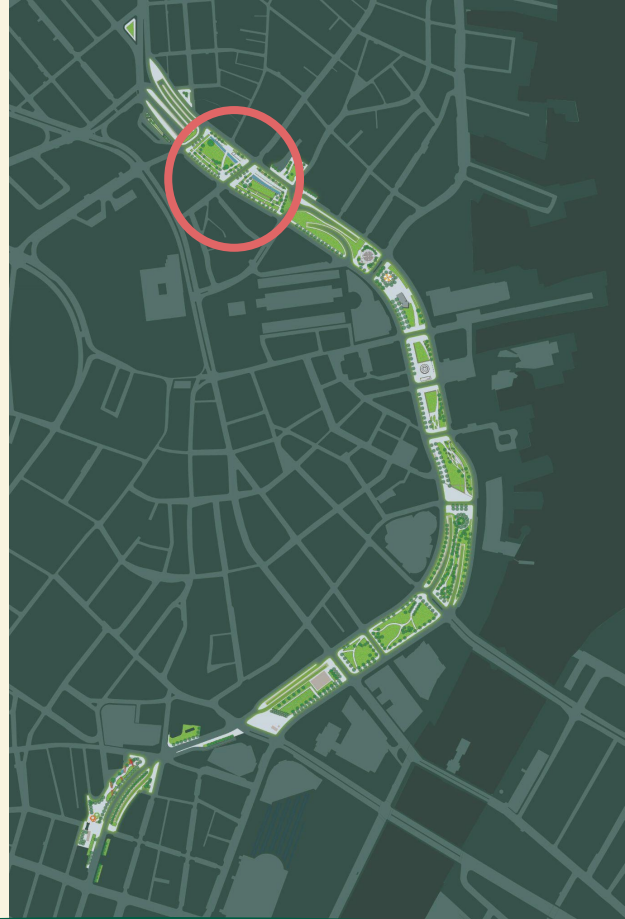
- The Freedom Trail
- North End Fountains
- Boston Public Market
- Historic North End neighborhood
- TD Garden
- Food carts
- Faneuil Hall / Quincy Market
- Haymarket

Demographics

- Residents
- Families
- Tourists
- Young professionals

Site Details

- Up to 750 sq ft of plaza space
- 7,500 - 14,500 sq ft of lawn space







Past partnerships include top brands such as:



What they're saying...

KIND WORDS FROM OUR COLLABORATORS

“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*

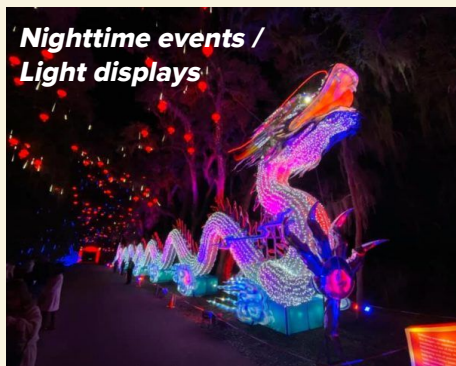
“The Greenway is always a given destination for [our] clients.” — *Marketing Agency Account Executive*

“The location was fantastic. Lots of eyeballs! [The Greenway Conservancy was] also wonderful to work with and extremely helpful.” — *Event Marketing Agency Producer*



Want to try something new?

WE'RE INTERESTED IN BRINGING THESE IDEAS TO THE GREENWAY!



Media and Social Highlights

ACTIVATIONS ON THE GREENWAY ARE GRABBING ATTENTION!

[Signature SELECT x Visa Backyard Bash](#) October 2025

[Playway Instagram Highlight](#) September 2025

[Lego World Play Day](#) June 2025

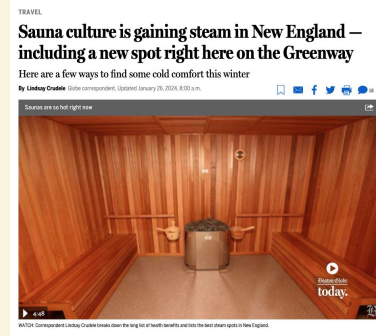
[NBA Star Al Horford pays a visit](#)

[Juventus North American Fans Tour](#) June 2025

[Valentines Market Instagram Highlight](#) February 2025

[Moki Sauna](#) January - March 2024

[Planet Oat](#) February 2024



By SCOTT ROBERTO / April 15, 12:00 AM
High 5: Seasonal Beer Gardens



Enjoy a local craft brew al fresco at these scenic spots

Check out these free outdoor fitness classes in Boston this summer

Take a yoga, pilates, or Zumba class for free.



By Natalie Gale



We'd love to work with you!

If you would like to host an event, program, or activation 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!

All photos in this document are taken by Greenway Staff unless otherwise noted here:

P. 1 and 7: Kyle Klein, P. 5: Matthew Arielly, P. 6, 13, 18, 28, 36: Julian Damiani, P. 17: Daniel Nystedt, P. 20: Matt Teuten, P. 23: Chris Rucinski

