



# 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



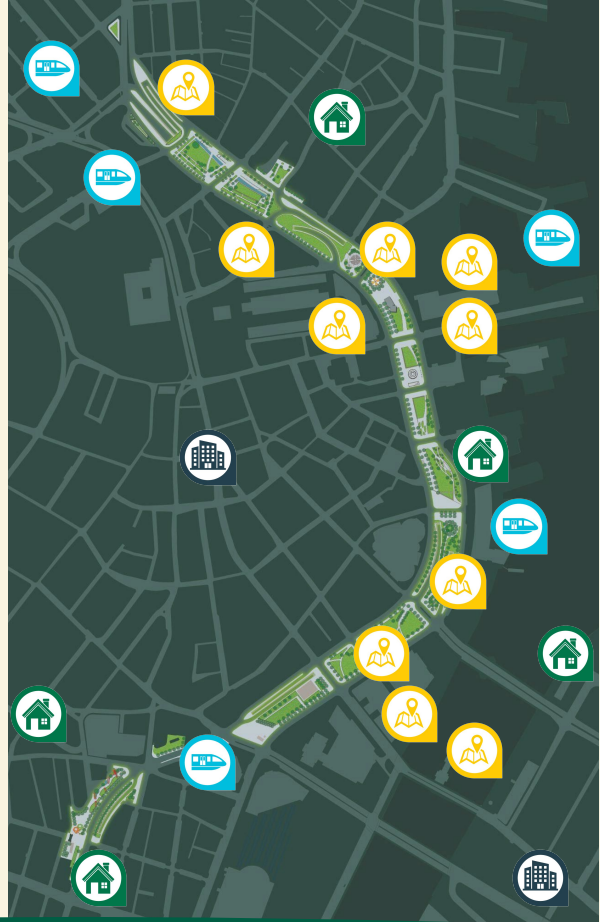
### **Residential Neighborhoods**

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



# 2026 in Boston

THREE GLOBAL MOMENTS.  
SPORT, CULTURE, AND CELEBRATION.  
YOUR BRAND.



## FIFA World Cup

June 11 – July 19

Dewey Square:

### The FIFA Gateway Experience

Command attention within a 30,000 sq. ft. footprint at Boston's busiest pedestrian crossroads — where visitors arrive, connect, and head to Gillette Stadium for the city's seven World Cup matches.

**This is a front-row seat to the global fan movement.**



## SAIL Boston 2026

July 11 – 16

**Anchor your brand in the heart of Boston's waterfront**

Just one block from Boston Harbor, the **Wharf District** and **North End** offer prime real estate for immersive activations during SAIL Boston, **expected to draw over 7 million visitors to the city.** With record-breaking crowds and global media attention, your activation will become part of Boston's most vibrant waterfront experience.



## MA 250

**Root your brand in the story of Boston itself.**

The Greenway spans the city's most historic areas — from the North End to Faneuil Hall to Chinatown. With millions of visitors retracing the path of America's founding, **your activation can become part of Boston's living history.**



# 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

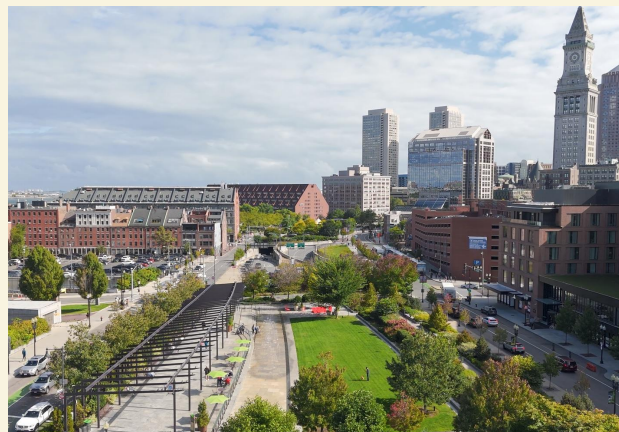
## DISTINCT SPACES FOR UNFORGETTABLE ACTIVATIONS

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**

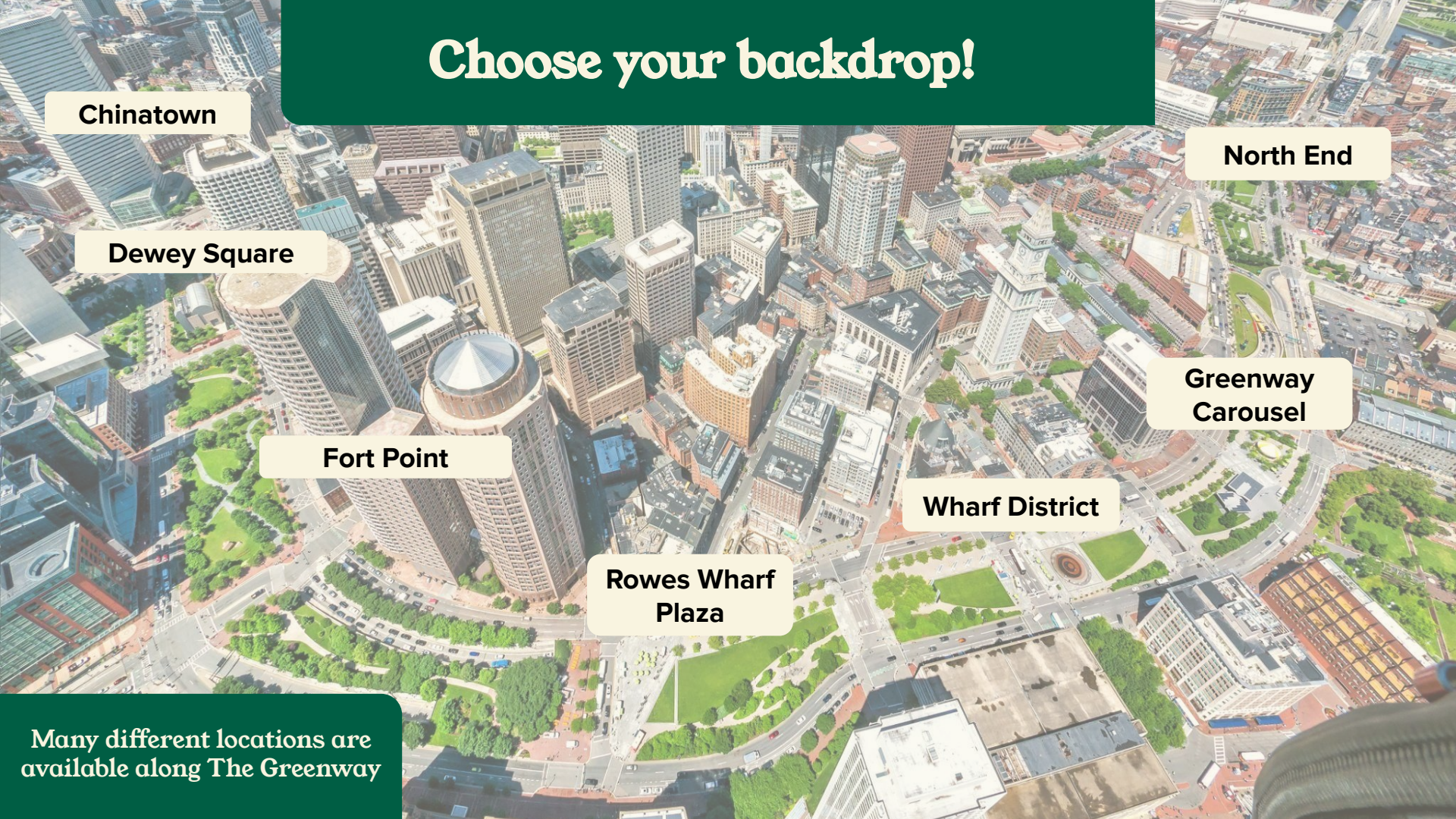
**Greenway  
Carousel**

**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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WAY

# Chinatown

## BEACH STREET AND SURFACE ROAD: A COMMUNITY HUB

### Local Attractions

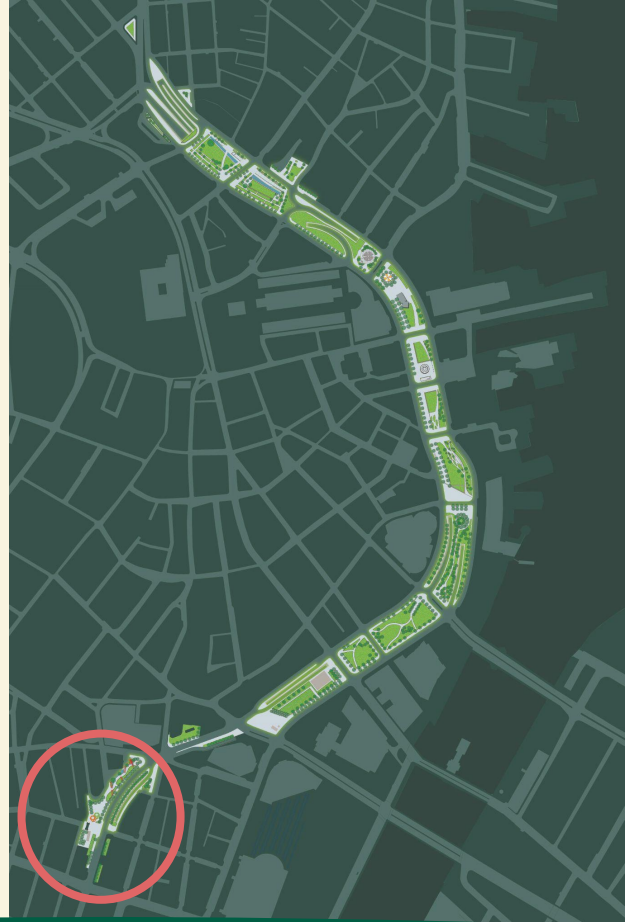
- Chinatown Gate
- Chin Park Plaza
- Historic Chinatown  
Neighborhood
- South Station
- Theatre District

### Demographics

- Residents
- Families
- Tourists
- Working professionals

### Site Details

- Up to 7,200 sq ft of plaza  
space











FREE NOT MILK™ & COFFEE

FREE NOT MILK™ & COFFEE

Hot Pot

NOT MILK™

NOT MILK  
It's Milk But Not

IT'S MILK  
BUT NOT







# 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

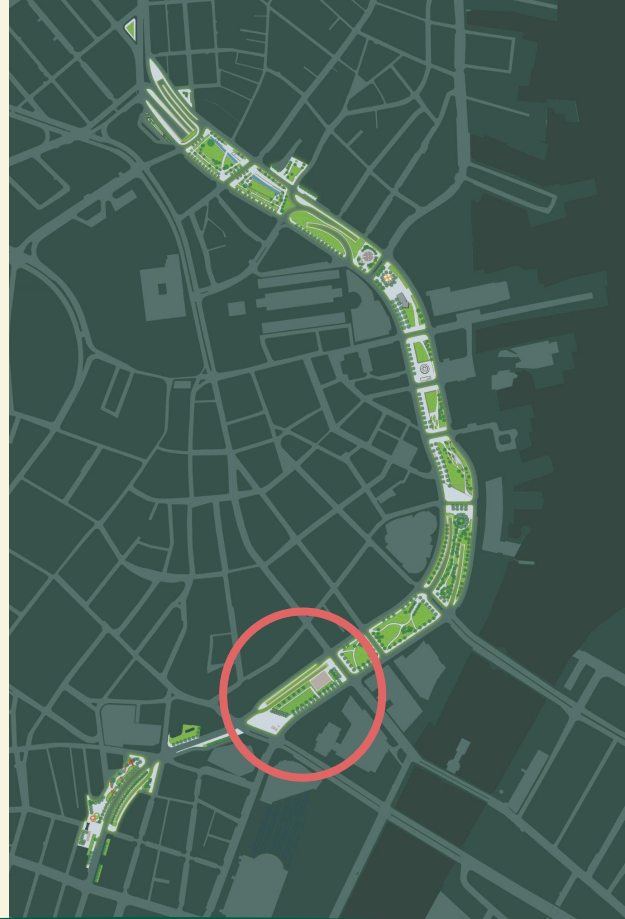
- South Station (12.5 million annual travellers)
- Signature contemporary mural
- Greenway Food Trucks
- Night Shift beer garden (May - October)
- Financial District
- Downtown Crossing
- Seaport District

### 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

TENUCH

TORTAS

TORTAS MEXICANAS











# 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

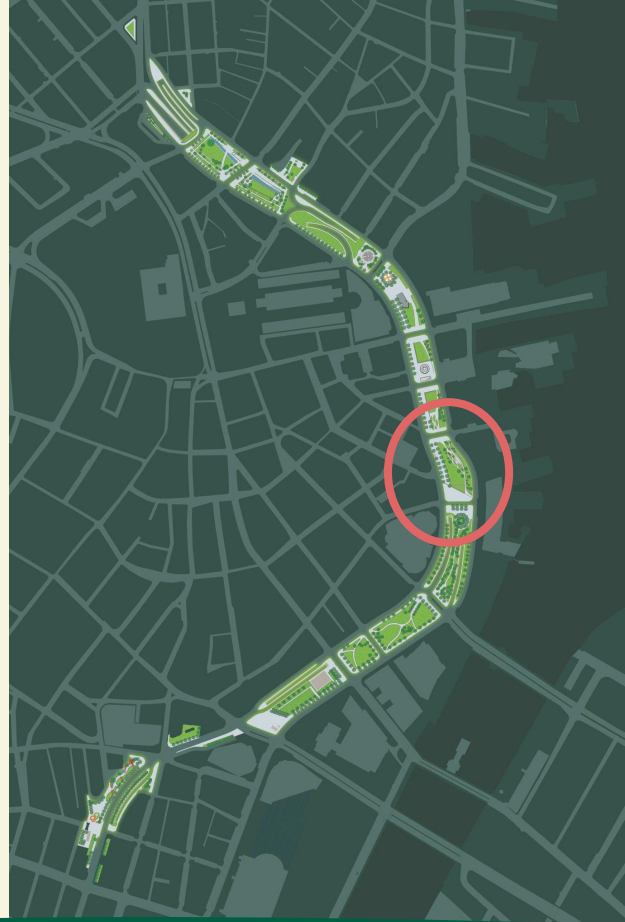
- Greenway Food Trucks
- Seasonal beer garden (May - October)
- Greenway Artisan Market (weekends only)
- Steps from Boston Harbor
- Rowes Wharf Arch
- Harbor Walk
- Financial District

### 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 prohibited.**





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

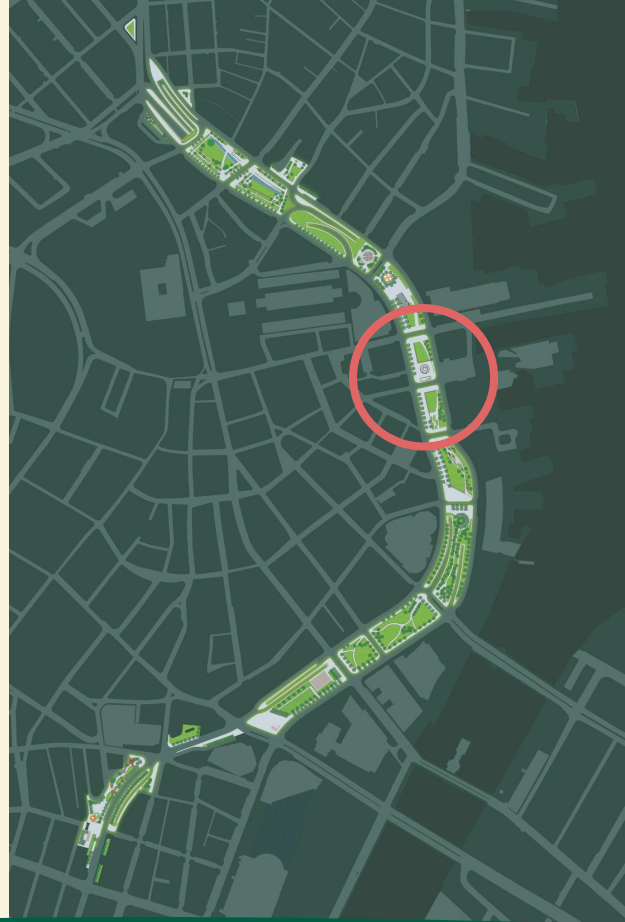
- Greenway Food Trucks
- Greenway Artisan Market (weekends only)
- Rings Fountain
- New England Aquarium
- Faneuil Hall
- Harbor Walk
- Custom House Tower
- **Tent Rental:** From June 2-7, we offer the opportunity to host events in a 5,500 sq ft tent at the Rings Fountain

### 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, there is a large, circular carousel with a canopy made of many triangular panels in shades of green and blue. To the right of the carousel, on a paved area, is a large, vibrant, circular mural with intricate, colorful patterns. Several people are walking around the plaza. In the background, there are trees, parked cars, and a street. The entire image has a greenish-blue tint.

# 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

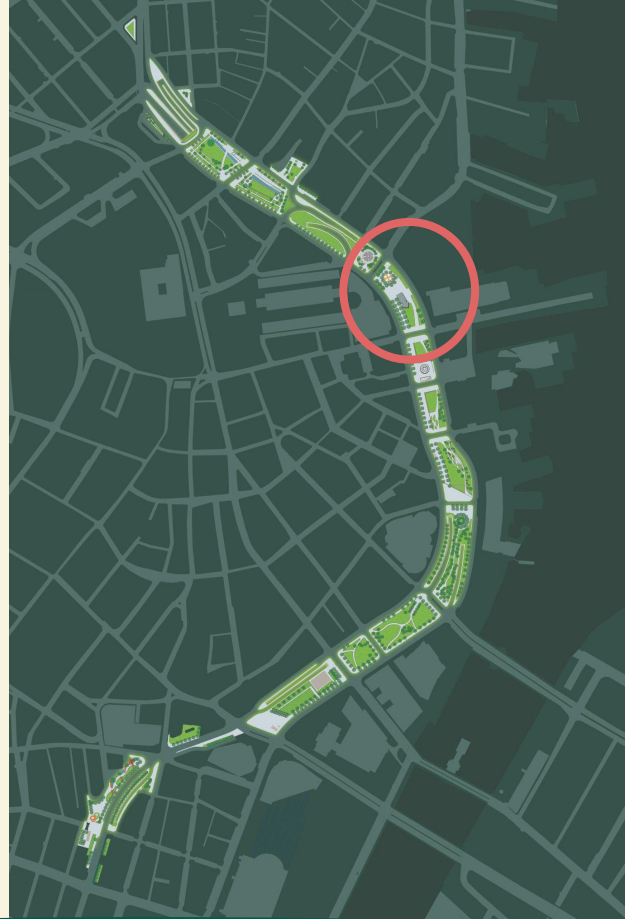
- The Greenway Carousel
- Faneuil Hall / Quincy Market
- Greenway Food Trucks
- New England Aquarium
- Christopher Columbus Park
- Boston Harbor Islands Pavilion
- Long Wharf

### Demographics

- Tourists
- Residents
- Families

### Site Details

- Up to 2,000 sq ft of plaza space











sodastream

sodastream  
your drink. your way.



sodastream

sodastream







The Pepsi Challenge! PEPSI

The Pepsi Challenge! 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

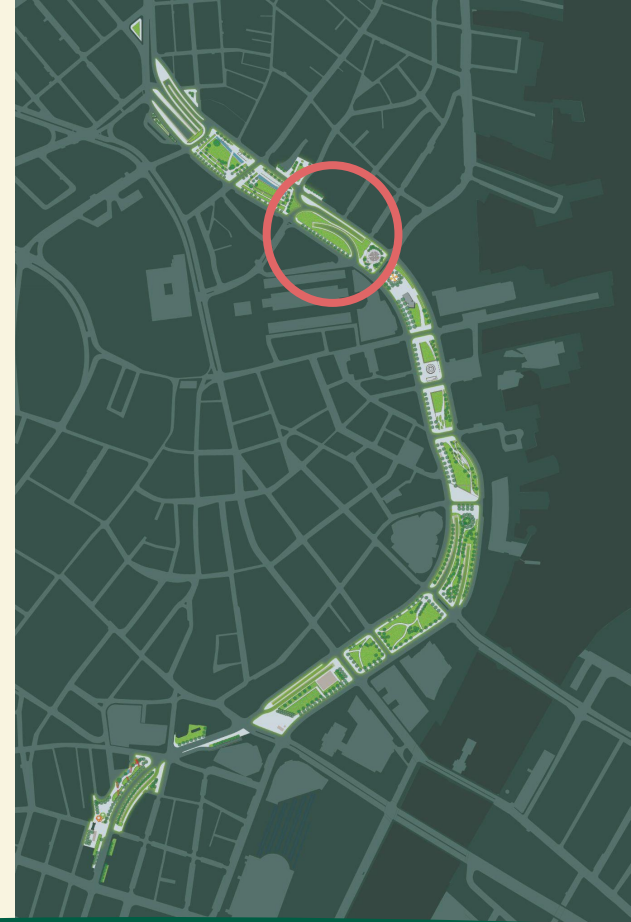
- Faneuil Hall / Quincy Market
- Haymarket
- Historic North End neighborhood
- Christopher Columbus Park

### 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

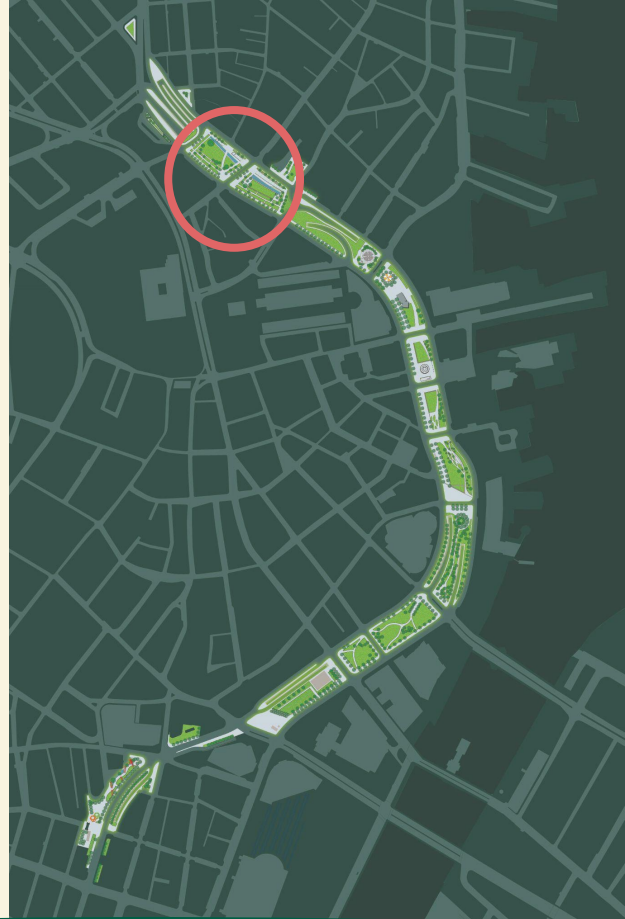
- The Freedom Trail
- North End Fountains
- Boston Public Market
- Historic North End neighborhood
- TD Garden
- Food carts
- Faneuil Hall / Quincy Market
- Haymarket

### 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







**LAVAZZA**  
TORINO, ITALIA, 1895

**LAVAZZA**  
TORINO, ITALIA, 1895

**LAVAZZA**

**LAVAZZA**

**LAVAZZA**

**LAVAZZA**

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

**LAVAZZA**  
TORINO, ITALIA, 1895











# Past partnerships include top brands such as:



General Mills





# 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

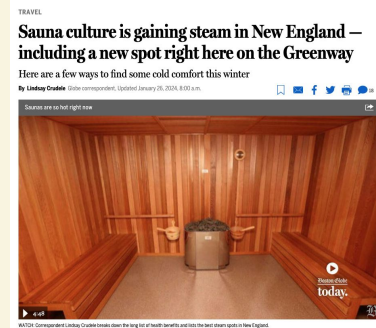
[NBA Star Al Horford pays a visit](#)

[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



the BOSTON SCOPE

Art, Indigeneity and drag on display on the Rose Kennedy Greenway

Indigenous artist Jeffrey Gibson debuted his mural 'your spirit whispering in my ear' at Dewey Square on Thursday evening

Rafaela Pereira, Audio Editor  
September 23, 2024



Boston Local Food Festival provides multicultural cuisine, sense of community

Cassandra Joyce, news correspondent  
September 20, 2024



Cassandra Joyce



# 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](mailto: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

