

gala on the greenway

JUNE 4, 2026
6 TO 8 PM

RINGS FOUNTAIN

HONORING
Carole Charnow, Boston Children's Museum
Cheryl Cronin, Boston Public Market
Gary Dunning, Celebrity Series of Boston
now known as Vivo Performing Arts

EVENT Co-CHAIRS
Pierce J. Haley, Serlin Haley
Karen Diane Johnson, Stout

The Rose Kennedy Greenway Conservancy

The Rose Kennedy Greenway is a contemporary public park in the heart of Boston and one of the most visited attractions in the Commonwealth, welcoming more than 9 million of visitors annually. The 1.5-mile-long linear park winds from Chinatown to the North End and West End, following the path of the old, elevated highway. Through its gorgeous horticulture, captivating public art, and rich array of programming, The Greenway has transformed the way we experience downtown Boston.

The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway, and most of our funding comes from private sources. We deeply appreciate our community of supporters who make it possible for the Conservancy to care for and program The Greenway to world-class standards.



gala
on
the
greenway

Gala on The Greenway

Raise a glass with us on Thursday, June 4, 2026, when the Greenway Conservancy's community of donors come together at the [Gala on The Greenway!](#) Hailed as "the most unconditionally happy spot in all of Boston," our beloved Rings Fountain is the dazzling centerpiece of this joyful celebration. You and your guests will enjoy a lavish cocktail supper with delectable dishes and local libations while mingling with Greenway neighbors and civic, business, and philanthropic leaders.

Funds raised through the Gala support the Conservancy's work to connect neighborhoods and people through nature, public art, and community-led programming in ways that are sustainable, equitable, and welcoming.

Sponsorship opportunities are available now.

[Make your commitment today!](#)

For more information, contact Alex Rogers Pittman, Director of Development
apittman@rosekennedygreenway.org or (617) 603-7727

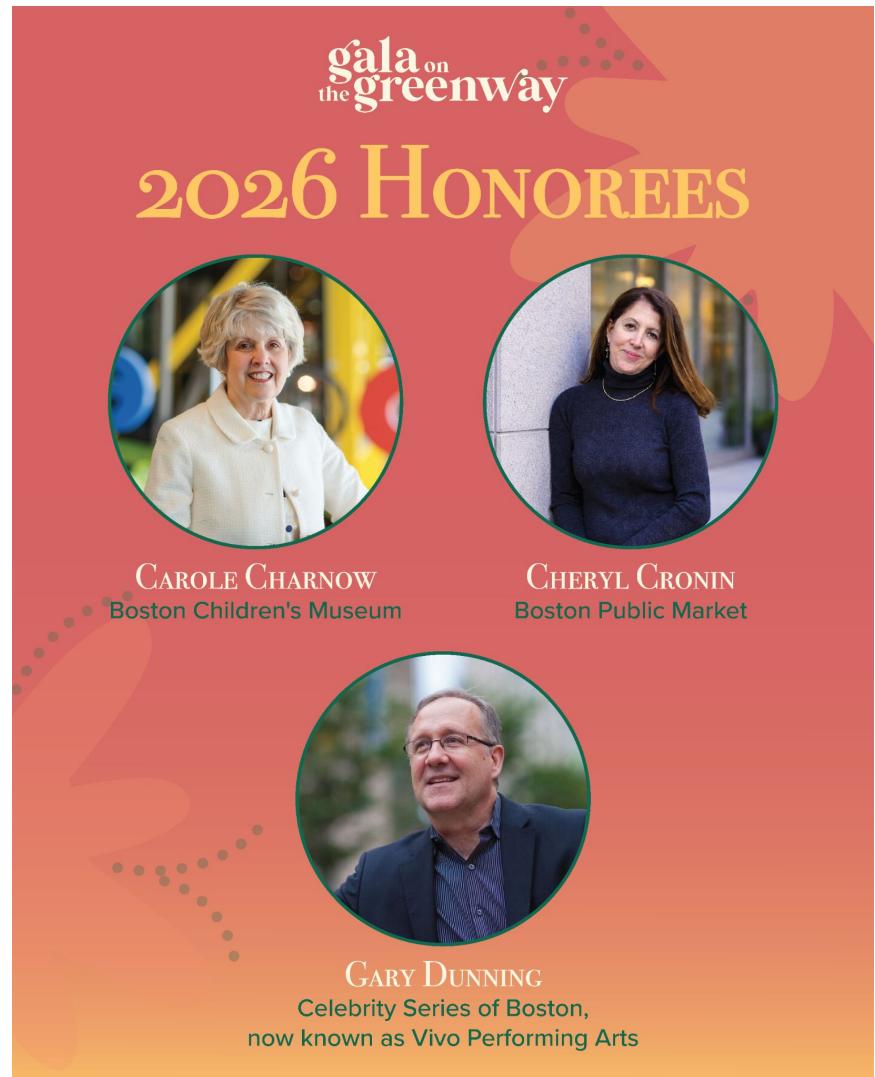


**gala on
the greenway**

Gala Honorees

The 2026 Gala on The Greenway will be a celebration of community, collaboration, and connection in the heart of Boston. Under the leadership of **Gala Co-Chairs Pierce Haley** of Serlin Haley and **Karen Diane Johnson** of Stout, we will honor the extraordinary leaders of three of our long-time partner organizations, all of whom are retiring this year.

These visionaries and their teams have been instrumental partners in our shared missions to infuse downtown Boston with experiences of joy, connection, and wellness. Through the creativity and generosity of spirit that each of them has brought to our many years of collaboration, The Greenway has become a vibrant corridor connecting millions of people to the best of what Boston has to offer.



The graphic features a red and orange gradient background with abstract leaf-like shapes. At the top, the text "gala on the greenway" is written in a white, lowercase, sans-serif font. Below it, the year "2026" is in a large, gold, serif font, followed by "HONOREES" in a slightly smaller gold serif font. Three circular portraits of the honorees are arranged in a triangle: Carole Charnow (left), Cheryl Cronin (top right), and Gary Dunning (bottom right). Each portrait is accompanied by the honoree's name and their respective organization in a smaller font.

CAROLE CHARNOW
Boston Children's Museum

CHERYL CRONIN
Boston Public Market

GARY DUNNING
Celebrity Series of Boston,
now known as Vivo Performing Arts



The logo for "gala on the greenway" is located at the bottom right of the page. It features the words "gala on the greenway" in a white, lowercase, sans-serif font. The word "gala" is in a larger, bold font, while "on the greenway" is in a smaller, regular font. The "o" in "gala" and the "o" in "greenway" are stylized with a green swoosh that loops around them.

Gala on The Greenway Sponsorship Levels

Commitments needed by March 6 to be listed on invitation and banners

Magnolia (\$50,000)

- Cherry-level benefits
- Use of the Gala tent for your private event (one opportunity available)

Cherry (\$25,000)

- Lilac-level benefits
- Choice of **3 ADDITIONAL BENEFITS**
- Verbal recognition from the podium, listing on Gala invitation, logo recognition on Gala signage, and acknowledgment in social media

Dogwood (\$15,000)

- Lilac-level benefits
- Choice of **2 ADDITIONAL BENEFITS**
- Logo recognition on Gala signage, and acknowledgment in social media

Hydrangea (\$10,000)

- Lilac-level benefits
- Choice of **1 ADDITIONAL BENEFIT**

Lilac (\$5,000)

- Listing on Gala invitation and signage
- 4 Gala tickets or 2 Gala tickets and 6 Glow in the Park tickets

ADDITIONAL BENEFITS MENU

- 4 additional tickets to the Gala
- 6 additional tickets to Glow
- 4 light pole banners
- Volunteer event for up to 10 employees
- Learning tour for up to 20 people

Benefits are described in the following pages.

Availability of all benefits is limited.

For more information, contact

Alex Rogers Pittman, Director of Development
apittman@rosekennedygreenway.org
(617) 603-7727

[**Sponsorship Form**](#)

gala on
the greenway

Glow in the Park Tickets

Reward your team with tickets to the young professionals' party of the year!

Glow in the Park is a celebratory young professionals event that takes place the night following the Gala on The Greenway in the same location. It features cuisine from favorite Greenway food trucks, local libations, music, dancing, lawn games, and more. It's a great party to kick off the summer, and a great way for companies to recognize their rising stars!

All Gala sponsorship levels include options to bundle Gala and Glow in the Park tickets.

GLOW
- IN THE -
PARK

Friday, June 5, 2026
7:30 - 10:30p



Your Private Event in the Gala Tent

Entertain Your Employees or Clients in an Extraordinary Setting

One Magnolia-level sponsor will have the exclusive opportunity to host an event in the Gala tent at the Rings Fountain on Wednesday, June 3 or Saturday, June 6, 2026.

This is the only opportunity to hold a private event on The Greenway, and is offered at a time when the park's gardens are bursting with color. The main tent (5500 sq ft) accommodates up to 500 guests cocktail-style and 366 seated.

For more information, contact:
Alex Rogers Pittman
Director of Development
apittman@rosekennedygreenway.org
(617) 603-7727



gala
on
the greenway

Light Pole Banners

Recognize your company with year-long in-park banner benefits

We are delighted to recognize our top Gala sponsors all year long on vibrant light-pole banners throughout the 1.5 miles of The Greenway. Extending from Chinatown to the North End, the banners will feature four colorful, eye-catching designs--and your company's logo.

In a typical year, The Greenway sees 9 million visitors. In 2026 those numbers will soar as Boston celebrates MA250, Tall Ships, and FIFA World Cup.

Adjacent to the Financial District as well as premiere tourist destinations like Faneuil Hall Marketplace, New England Aquarium, and the Freedom Trail, The Greenway's banner program is a great way to highlight your company's civic values.

Banners will be displayed for one year, beginning May 2026.

The deadline to be included on banners is March 6, 2026.

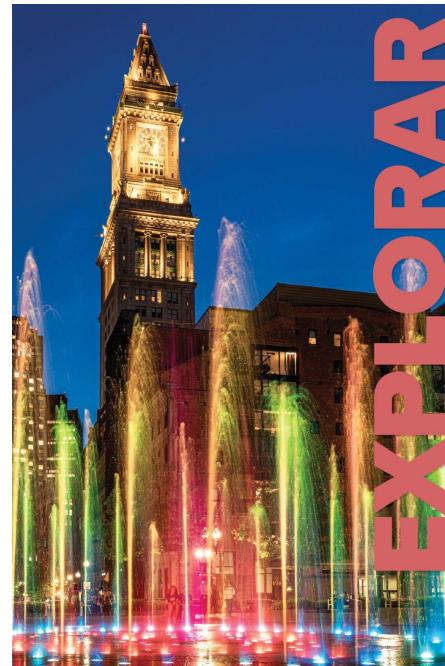
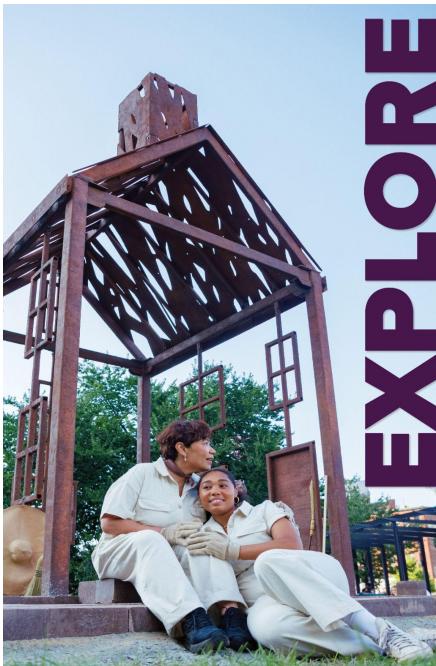


Banner design shown here is from 2025

**gala
on
the
greenway**

2025 Banner Designs

2026 designs will be similar and made available early in the year



Sponsor Recognition: 12x7 inches

gala
on
the greenway

Volunteer Event

Engage in team-building while contributing to the beauty of The Greenway

Volunteers are essential to the stewardship of The Greenway. They contribute to the beauty of the park by working alongside Conservancy horticultural and maintenance staff, and learn about our innovative ecological care of this unique green space.

Group volunteer projects take place on Wednesdays, 9AM to 12PM, March to November.

Gala sponsors may opt to include a volunteer event for 15 employees as part of their benefits package.

Volunteer events are limited and fill up quickly.

Make your commitment by February 6 to gain early access to 2026 volunteer event scheduling!



Learning Tour

Explore the stories behind The Greenway

When it comes to caring for and programming an urban park over a highway tunnel, there is much more involved than meets the eye!

Engage up to 20 guests in a personalized, behind-the-scenes tour of the park, led by a member of the Conservancy's talented staff. We'll tailor the topic to your interests.

For example, your group can learn about:

- the Conservancy's innovative approach to **ecological landscape design**.
- the artists' visions that inspired the latest **public art**.
- the complex systems behind The Greenway's beloved **water features**. This tour takes you inside the vault of the Rings Fountain!



Thank you for your interest in supporting the Gala on The Greenway!

For more information, contact
Alex Rogers Pittman, Director of Development
(617) 603-7727 or apittman@rosekennedygreenway.org

