

GLOW — IN THE — PARK

Presented by  **MFS**
Investment Management

Friday, June 6, 2025
at the Rings Fountain on The Greenway

Committee Chairs:
Eric Grady, Abigail LaFontan

**THE
GREEN
WAY**

Glow in the Park

Friday, June 6, 2025
at the Rings Fountain

Glow in the Park is a celebratory young professionals event that takes place each June on The Greenway. 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! Hailed as “the most unconditionally happy spot in all of Boston,” our beloved Rings Fountain is the dazzling centerpiece of the night.

Sponsors receive generous ticket packages that enable them to invite their employees to this sensational party. They also receive recognition on event materials and signage, as well as through Greenway social media channels, website, and eNews.

Sponsor Glow in the Park now by contacting
Colin Keane, Annual Fund Manager
ckeane@rosekennedygreenway.org
(617) 603-7725



GLOW
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Glow in the Park Sponsorship Levels

Presenting Sponsor (\$25,000)

- 80 Glow Tickets
- Named recognition: "Glow in the Park, Presented by..."
- Logo featured on event signage and website
- Tagged recognition on social media
- Choice of **3 ADDITIONAL BENEFITS**

Gather (\$15,000)

- 40 Glow Tickets
- Logo featured on event signage and website
- Tagged recognition on social media
- Choice of **2 ADDITIONAL BENEFITS**

Play (\$10,000)

- 30 Glow Tickets
- Logo featured on event signage and website
- Tagged recognition on social media
- Choice of **1 ADDITIONAL BENEFIT**

Unwind (\$5,000)

- 20 Glow Tickets
- Logo featured on event signage and website

Explore (\$2,500)

- 10 Glow Tickets
- Logo featured on event signage and website

ADDITIONAL BENEFITS MENU

- 4 tickets to the Gala on The Greenway
- ~~4 light pole banners~~ **SOLD OUT**
- Volunteer event for up to 15 employees
- Learning tour for up to 20 people

Benefits are described in the following pages.

Availability of all benefits is limited.

For more information and to secure your sponsorship, contact:

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Gala on The Greenway

Raise a glass with us on Thursday, June 5, when the Greenway Conservancy's community of donors come together at the [Gala on The Greenway!](#) You and your guests will enjoy a lavish cocktail supper with delectable dishes and local libations while mingling with elected officials, business and philanthropic leaders, and Greenway neighbors.



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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.

Banners will be displayed for one year, beginning May 2025.

The deadline to be included on banners is March 14, 2025.



Banner design shown here is from 2024

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2025 Banner Designs - SOLD OUT FOR 2025 SEASON

The deadline to be included on banners is March 14



Sponsor Recognition: 12x7 inches

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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 December.

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



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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 diverse plant species that thrive on The Greenway, including native plants that support pollinators.
- the artists' visions that inspired the latest public art.
- the Conservancy's approach to ecological plant care, including a tour of our compost tea brewing facility.
- the complex systems behind The Greenway's beloved water features. This tour takes you inside the vault of the Rings Fountain!



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Thank you for your interest in supporting Glow in the Park!

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