

GLOW
- IN THE -
PARK

Friday, June 5, 2026
at the Rings Fountain on The Greenway

Committee Co-Chairs:
Trenez Johnson
Abigail LaFontan



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.



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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, Philanthropy Manager
ckeane@rosekennedygreenway.org
(617) 603-7725



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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 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 and to secure your sponsorship, contact:

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Gala on The Greenway

Raise a glass with us on Thursday, June 4, 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 Greenway neighbors and civic, business, and philanthropic leaders.



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Light Pole Banners - SOLD OUT FOR 2026

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

We are delighted to recognize our top 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

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2026 Banner Designs - SOLD OUT FOR 2026

स्वागत
WELCOME
BIENVENUE
MABUHAY
THE GREEN WAY
Mayor Michelle Wu

مرحباً
BYENVINI
WELCOME
BENVENUTO
THE GREEN WAY
Mayor Michelle Wu

WELCOME
BIENVENIDO
WELCOME
AKWAABA
VELKOMMEN
THE GREEN WAY
Mayor Michelle Wu

歡迎
WELCOME
CHÀO MỪNG
어서 오세요
WELCOME
THE GREEN WAY
Mayor Michelle Wu

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 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!



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

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