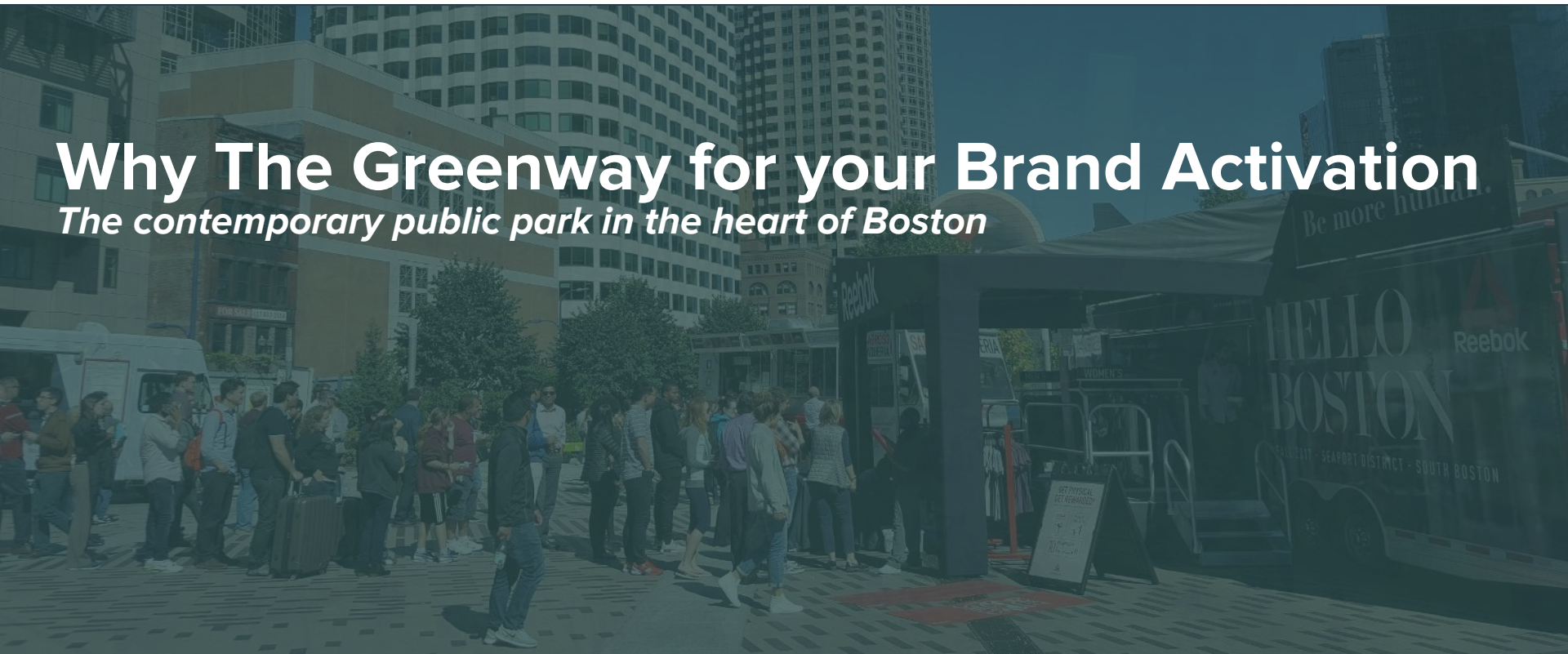




# Why The Greenway for your Brand Activation

*The contemporary public park in the heart of Boston*







# Why The Greenway for your **Brand Activation**

Maximize your brand's reach by hosting your 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



# A unique, urban outdoor experience

The Greenway is a must-see destination for visitors and an everyday spot for locals

**400+**

free events each year



**1st**



open-air beer garden in  
Boston



**5**


distinct neighborhoods



**620k**

annual food truck patrons



An aerial photograph of a city skyline, likely Boston, showing a dense cluster of skyscrapers and buildings. The image is overlaid with a semi-transparent blue filter. A large green quote is centered in the upper half, and a white attribution is centered in the lower half.

**“Reconnecting the city to its waterfront,  
The Greenway has also become a  
destination unto itself: a serene respite from  
bustling streets, a place of immense beauty,  
a platform for adventurous public art.”**

*– Yvonne Abraham, The Boston Globe*



# Second-to-none location in the heart of Boston

The Greenway is adjacent to premier neighborhoods and destinations in downtown Boston, providing access to a wide range of demographics:



## Corporate Districts

Financial District, Innovation District



## Popular Tourist Destinations

Faneuil Hall, New England Aquarium, Freedom Trail, Boston Children's Museum



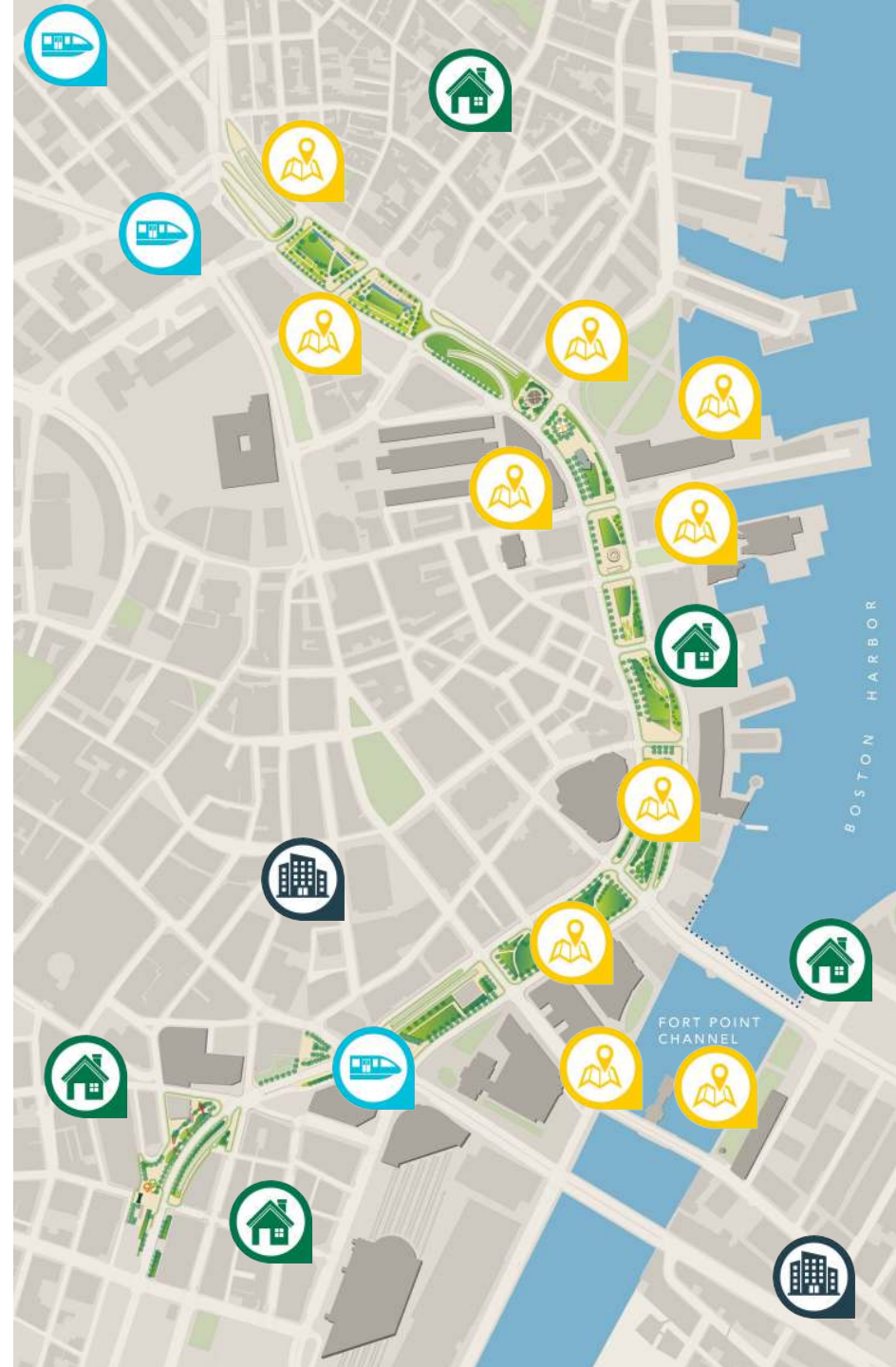
## Residential Neighborhoods

North End, Wharf District, Chinatown



## Major Transit Hubs

North Station, Haymarket, South Station



# We have partnered with **leading brands**



# Partnering with us provides **ample benefits**

The Greenway is maintained, programmed, financed, and improved by the Greenway Conservancy



We will guide you through every step of the process to ensure your activation is a success.

We are adept at supporting your:

- ❑ **Permitting**  
We help identify needed permits
- ❑ **Marketing**  
We can leverage our communication channels
- ❑ **Execution**  
We conduct walkthroughs and provide layouts
- ❑ **Operations**  
We will be on site day-off



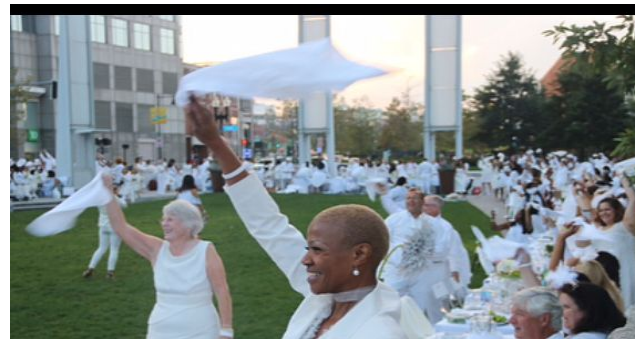
Twitter - 14K followers  
[@HelloGreenway](https://twitter.com/HelloGreenway)



Facebook - 13K followers  
[/RoseKennedyGreenway](https://www.facebook.com/RoseKennedyGreenway)



Instagram - 16K followers  
[@rosekennedygreenway](https://www.instagram.com/rosekennedygreenway)



rosekennedygreenway  
Rose Fitzgerald Kennedy G...

Follow

rosekennedygreenway We are THRILLED to host #DEBbos17 on The Greenway tonight! Enjoy the night. @dinerenblancbos! #GreenwayEvents doiloveyou This is so cool!!! addisonhugo @colleenhugo where I was ! colleenhugo @addisonhugo looks amazing jessdvis @sarahdonlan123 this is everyone dressed in white jfrat123 @eschickel





# Unique landscapes

The Greenway offers many distinct spaces for activations

## Large plazas ideal for:

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

## Lush, organic lawns ideal for:

- ❑ Beautiful backdrops
- ❑ Passive activities
- ❑ Small tents
- ❑ Fitness classes
- ❑ Movie screenings





# THE GREENWAY

A variety of locations are available for your activation



Chinatown

North End

Dewey Square

Greenway Carousel

Wharf District

Rows Wharf Plaza





# Chinatown

Chinatown is a lively area that reflects Asian traditions and artwork. Chin Park hosts the official entrance to the historic Chinatown neighborhood and is the largest open space within the community.

## Attractions

- Chinatown Gate

## Adjacent Attractions

- Historic Chinatown neighborhood
- South Station
- Theatre District

## Demographics

- Residents
- Families
- Tourists
- Young professionals



# Dewey Square

Dewey Square is a heavily sought-after venue that connects Boston's major transportation hub, South Station, to downtown Boston and the Financial District. It is one of the busiest public spaces in Metro Boston.

## Attractions

- ❑ Greenway Food Trucks
- ❑ Signature contemporary mural
- ❑ Pop-up beer garden (select days)

## Adjacent Attractions

- ❑ South Station

## Demographics

- ❑ Office workers
- ❑ Young professionals
- ❑ Daily commuters
- ❑ Tourists



Photo courtesy of Flexetail



Photo courtesy of Boston Magazine



# Rows Wharf Plaza

Rows Wharf Plaza is one of the largest plazas on The Greenway. This space is a popular destination to enjoy the scenic backdrops of beautiful architecture, horticulture, and access to the water.

## Attractions

- Greenway Food Trucks
- Trillium Brewing beer garden
- Greenway Open Market (weekends only)

## Adjacent Attractions

- Boston Harbor Hotel
- Harbor Walk

## Demographics

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





# Wharf District

This four 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.

## Attractions

- Greenway Food Trucks
- Trillium Brewing beer garden
- Greenway Open Market (weekends only)
- Rings Fountain

## Adjacent Attractions

- Boston Harbor Hotel
- New England Aquarium
- Faneuil Hall / Quincy Market
- Long Wharf
- Harbor Walk

## Demographics

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



# Greenway Carousel

Steps from Boston Harbor and situated between Faneuil Hall and Christopher Columbus Park, the Greenway Carousel offers a charming atmosphere that compliments the spacious plaza and nearby tourist destinations.

## Adjacent Attractions

- ❑ Faneuil Hall / Quincy Market
- ❑ New England Aquarium
- ❑ Christopher Columbus Park
- ❑ Boston Harbor Islands Pavilion
- ❑ Long Wharf

## Demographics

- ❑ Tourists
- ❑ Residents
- ❑ Families







# North End

This area borders a historic residential community and features trellis pergolas with swinging benches, signature gardens, and views of notable architecture and downtown. The Freedom Trail, a top city attraction, runs right through it.

## Attractions

- The Freedom Trail

## Adjacent Attractions

- Boston Public Market
- Historic North End neighborhood
- TD Garden
- Faneuil Hall / Quincy Market
- Haymarket

## Demographics

- Residents
- Families
- Tourists
- Young professionals





*“The Greenway was, hands down, one of the BEST locations we chose for the test truck (More Than Miles 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.”*

*— Alli Armstrong, Lululemon*

*“Location is prime. Foot traffic and visibility available on The Greenway is unmatched.”*

*— Yasso Frozen Greek Yogurt*

*“[The event] was perfect! Greatest attendance and participation of all of our locations.”*

*— Jeff MacLean, New England Locations*

*“The Greenway is always a given destination for Inspira clients.”*

*— Inspira Marketing Group*

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

*— Jack Morton Worldwide*





We would be **thrilled** to work with you!

If you have any questions about our park, layouts, permitting, or fees, please contact:

**Eileen Ong, Programs and Business Development Manager**  
**[eong@rosekennedygreenway.org](mailto:eong@rosekennedygreenway.org) or 617-603-7723**

**We look forward to working with you to showcase your brand on The Greenway!**