

Questions & Answers

Greenway Fitness Program RFP 2020

Question: Are there any rules or regulations around partnering with another business for an event. For example, if we wanted to partner with a smoothie bar to offer free samples at the end of our class, what is the best way to go about this?

Answer: Any event where a business is handing out free samples, giveaways, and/or has significant branded infrastructure, is considered a [Brand Activation](#). Although our fitness partners are allowed to hand out their own products such as class passes, water bottles, etc., we ask our partners to notify us of additional sponsors at least 30 days prior to their scheduled class date. We typically charge Brand Activation partners a sampling fee based off of their footprint, location, and time spent in the park. For a Fitness Program sponsor, we charge a flat rate of \$100/per class, as we understand it is an incentive to partner up with another business to help promote your series or one-off event. The sponsor must adhere to The Conservancy's guidelines. Your request may be denied if your request is submitted less than 30 days prior, and/or conflicts with existing Greenway sponsorships. Should a Conservancy staff member come across an unapproved activation, they make ask you to halt giveaways and/or ask the unapproved partner to leave. When in doubt, please communicate with us as we want to see our fitness partners thrive.

Question: Our organization has some concerns regarding the recent contract termination with Work Inc. Could you please provide an explanation?

Answer: The Conservancy has released two statements on this subject and our Board of Directors have written a published Letter to the Editor in the Boston Globe, which can be found below and on our website which are extremely helpful in gaining more insight on the matter:

- [The Greenway Conservancy's commitment to the disability community](#) - Greenway Conservancy Statement from October 18, 2019
- [Facts on WORK Inc. and the Rose Kennedy Greenway](#) - Greenway Conservancy Statement from October 11, 2019



- [Letter to the Editor](#) in The Boston Globe from Conservancy Board Members from October 9, 2019

The Conservancy values the strong partnerships we have formed over the years. We are still committed to having an equal and inclusive workforce, and providing opportunities for those with disabilities.