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! The Greenway welcomes millions of visitors annually to gather, play, unwind, and explore.

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
“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

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-of

Twitter - 15K followers
@HelloGreenway

Facebook - 14K followers
/RoseKennedyGreenway

Instagram - 19K followers
@rosekennedygreenway

Website - 800K pageviews/year
rosekennedygreenway.org
The Greenway offers many distinct spaces for activations.

**Large plazas ideal for:**
- High-attendance events
- Unique structures
- Block parties and festivals
- Branded vehicles
- Large tents
- Handouts and giveaways

**Lush, organic lawns ideal for:**
- Beautiful backdrops
- Passive activities
- Fitness classes
- Movie screenings
The Greenway
A variety of locations are available for your activation

Chinatown
North End
Dewey Square / Financial District
Greenway Carousel
Wharf District
Rowes 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.
Chinatown

Attractions
- Chinatown Gate
- Chin Park Plaza

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.
Dewey Square

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
Rowes Wharf Plaza

Rowes 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 nearby waterfront.
Rowes Wharf Plaza

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.
Wharf District

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 complements the spacious plaza and nearby tourist destinations.
Greenway Carousel

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.
North End

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
What they’re saying:

“The Greenway was, hands down, one of the BEST locations we chose for [our 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.” – Local Brand Manager

“Location is prime. Foot traffic and visibility available on The Greenway is unmatched.” – Brand Communications Manager

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

“The Greenway is always a given destination for [our] clients.” – Marketing Agency Account Executive

“The location was fantastic. Lots of eyeballs! [The Greenway Conservancy was] also wonderful to work with and extremely helpful.” – Event Marketing Agency Producer
We would be thrilled to work with you!

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

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