

Greenway Gala

Sponsorship Opportunities

Thursday, April 15, 2021
5:30 pm - Online



Greenway Gala

The Greenway Gala is the Conservancy's biggest fundraising event of the year, and in 2021 this annual tradition will go virtual. In this 1-hour, online program, we will celebrate The Greenway's unique impact throughout the pandemic and recovery, get an exclusive preview of the 2021 public art exhibition directly from the artist, and celebrate the achievements of departing Executive Director Jesse Brackenbury.

Your Gala donation helps make The Greenway a place of joy, connection, and renewal. Most of the Conservancy's annual funding comes from private sources, and this year our generous donors will make possible the experiences that will mark our community's reemergence from the pandemic.

Sponsorship opportunities are available now. Event ticket sales will launch in early March.

[Sponsorship Form](#)



For more information, contact Alex Rogers Pittman, Director of Development
apittman@rosekennedygreenway.org or (617) 603-7727

Greenway Gala Sponsorship Levels

Magnolia (\$50,000)

- In-park logo recognition on **20 single-sided light pole banners in preferred locations** mid-May 2021 - spring 2022
- Listing on digital Gala invitation
- Gala tickets and gift boxes for **20 guests**
- Verbal and logo recognition during the event

Cherry (\$25,000)

- In-park logo recognition on **16 single-sided light pole banners in preferred locations** mid-May 2021 - spring 2022
- Listing on digital Gala invitation
- Gala tickets and gift boxes for **15 guests**
- Verbal and logo recognition during the event

Dogwood (\$15,000)

- In-park logo recognition on **12 single-sided light pole banners in preferred locations** mid-May 2021 - spring 2022
- Listing on digital Gala invitation
- Gala tickets and gift boxes for **10 guests**
- Logo recognition during the event

Hydrangea (\$10,000)

- In-park logo recognition on **8 single-sided light pole banners** mid-May 2021 - spring 2022
- Listing on digital Gala invitation
- Gala tickets and gift boxes for **10 guests**
- Listed recognition during the event

Lilac (\$5,000)

- In-park logo recognition on **4 single-sided light pole banners** mid-May 2021 - spring 2022
- Listing on digital Gala invitation
- Gala tickets and gift boxes for **5 guests**
- Listed recognition during the event



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2021 Gala sponsors receive new banner benefits

We look forward to ushering in a bright, new 2021 season together with our Gala sponsors by installing vibrant light-pole banners throughout 1.5 miles of The Greenway. Extending from Chinatown to the North End, the banners will feature a variety of colorful, eye-catching designs drawn from the 2021 art exhibition.

Sponsors will be assigned banner locations in the order that pledges are received. Sponsors at the \$15,000-\$50,000 levels will receive preference for high-traffic locations (i.e., Dewey Square, Rowes Wharf Plaza, the Greenway Carousel, Rings Fountain, and North End).



Banner designs shown here are not final.