



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

An aerial photograph of a city, likely Boston, showing a dense urban landscape with numerous skyscrapers and buildings. A prominent greenway, a park-like area with trees and paths, runs through the city, connecting to a waterfront area with a body of water. The image is overlaid with a semi-transparent green filter.

**“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](https://twitter.com/HelloGreenway)

Facebook - 15K followers
[/RoseKennedyGreenway](https://www.facebook.com/RoseKennedyGreenway)

Instagram - 20K followers
[@rosekennedygreenway](https://www.instagram.com/rosekennedygreenway)

Website - 800K pageviews/year
[rosekennedygreenway.org](https://www.rosekennedygreenway.org)



Unique Landscapes

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





Photo By Daniel Nystedt

STELLA ✦ ARTOIS
THE ART
OF THE
CHALICE

ANNO 1366
STELLA
ARTOIS





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







Photo By Matt Teuten



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 compliments 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









LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA

LAVAZZA
PROUDLY SERVED
IN THE NORTH END
Café Victoria
Venezia Restaurant
Ristorante Fiore

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

Opportunities are available to sponsor our programs:



If you are interested in trying something new, we would love to partner with you to bring these ideas to life on The Greenway...

Firepits



***Rock climbing /
Outdoor adventures***

Performances



***Winter market /
activations***



***Movies /
Sports broadcasts***

***Glamping /
Retreat spaces***



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Get Your Game On with Yasso on the Rose Kennedy Greenway

The event will be the first in a series celebrating the launch of the former airport perimeter's reopening, the Green Out Foundation.

By TENIKA YANAGISAKI • 10/14/2018, 10:22 AM

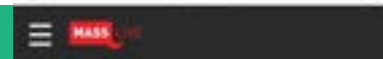
Next up after the street game nights, healthy events, and fitness events is our latest healthy lifestyle newsletter.

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BOSTON

Pop-Up Wine Garden in Boston: City Winery at the Greenway to uncork beginning in May with music, food and more

Posted Apr 10, 2018



City Winery will launch a pop-up wine garden at the Greenway in Boston. It's expected to open in May.

By Michael Browne • mbrowne@masslive.com



Wine, beer and music will take over the Greenway in Boston this summer.

BREW STUDS

Trillium Garden Returns To Boston's Greenway For Summer 2018



visitboston
Boston, Massachusetts



Like by rosekennedygreenway and 457 others

visitboston Still #holiday shopping? Support your local artisans by heading to the Rose Kennedy Greenway Winter Market on Dewey Square weekdays from 11a-7p, starting December 3rd through December 20th! See the link in bio to learn more!

View all 4 comments

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@poppingupnext @flesetal

December 15, 2018



NORTH END
WATERFRONT
Boston's Historic Waterfront Revitalization Project

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Carnival of Dogs Brings Dozens of Pups to the Greenway

Carnival of Dogs returned to the Greenway's North End Park on Saturday, attracting dozens of furry friends to the festivities. Drawn by 100 dogs, visitors enjoyed a variety of dog-friendly activities such as pet massages, a sensory walk (with and without leashes), games, live music, and more. Dog-friendly Urban Farm (DUFY) assisted with community tips for local dog owners. NEDCA Animal Care available to give information on adoption and resources.



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There's a New House Mural on the Greenway

And you could win a \$1000 Wayfair gift card just by looking at it.

By REBECCAH WILSON • 10/18/2018, 10:22 AM

Sign up for our weekly home and property newsletter, featuring homes for sale, neighborhood happenings, and more.

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delish

You Need to Watch This Giant Donut Portrait of David Ortiz Come Together

Donuts really need all out for this one.

By MICHAEL CHEN • 10/14/2018



To honor when your team slingshot to glory (heartfelt), we think it's safe to say that food is a natural element around you watching to get excited about it. Especially when the food involved is thousands of donuts. This week, to honor the legendary slugger David Ortiz, Delish! teamed up together to give you a giant portrait made entirely from donuts.

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Boston Calling Block Party returns to the Greenway

By MICHAEL CHEN • 10/14/2018, 10:22 AM



Boston Calling Block Party returns to the Greenway in Boston.

After more exciting than you imagine neighborhood block party, The Boston Calling Block Party will be returned to Dewey Square Park, part of the Rose Kennedy Greenway, bringing free concerts to the neighborhood on Thursday evenings through Aug. 4th.

Greenway's recently installed, have no fear. There's yet to say when.



We would be thrilled to work with you!

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

Eileen Ong, Programs and Business Development Manager
eong@rosekennedygreenway.org
617-603-7723

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

