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, Boston Seaport

**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, Long Wharf Ferry Terminal, Rowes Wharf Ferry Terminal
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 City of Boston permits

- **Execution**
  We conduct walkthroughs and provide layouts

- **Operations**
  We will be on site day-of and can support load in / out logistics

- **Marketing**
  We can leverage our communication channels

Twitter - 15K followers  @HelloGreenway
Facebook - 15K followers   /RoseKennedyGreenway
Instagram - 21K followers @rosekennedygreenway
Website - 800K pageviews/year 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
Dewey Square / Financial District
North End
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 sought-after venue that connects Boston’s major transportation hub, South Station, to downtown Boston and the Financial District.

Dewey Square offers both lawn and plaza areas and boasts one of the largest murals in downtown Boston.
Dewey Square

Attractions
● Greenway Food Trucks
● Signature contemporary mural
● Pop-up wine/beer gardens (select days)
● Farmer’s Market (Thursdays)

Adjacent Attractions
● South Station
● Downtown Crossing

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 (select days)
- Greenway Artisan 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 (select days)
● Greenway Artisan 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

Attractions
- The Greenway Carousel
- Greenway Food Trucks

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

Demographics
- Tourists
- Residents
- Families
Parcel 12

Across from top Boston tourist destinations like Faneuil Hall, Parcel 12 is an unfinished segment of The Greenway that offers an open lawn area and a wildflower meadow.

Parcel 12 connects the Greenway Carousel to the North End parks.
Parcel 12

Adjacent Attractions
- Faneuil Hall / Quincy Market
- Haymarket
- Historic North End neighborhood
- Christopher Columbus Park

Demographics
- Tourists
- Residents
- Families
- Young professionals
North End

This area borders a historic residential community and features trellis pergolas with swinging benches, fountains, 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
- North End Fountains

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
Opportunities are available to sponsor our programs:

- Fitness
- Volunteering
- Organic Horticulture
- Play
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

Performances

Rock climbing / Outdoor adventures

Winter market / activations

Nighttime events / Light displays

Glamping / Retreat spaces
Get Your Game On with Yasso on the Rose Kennedy Greenway

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

Carnival of Dogs Brings Dozens of Pups to the Greenway

There’s a New House Mural on the Greenway

Trillium Garden Returns To Boston’s Greenway For Summer 2018

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

Boston Calling Block Party returns to the Greenway
We would be thrilled to work with you!

If you would like to host an event in the park, please complete our Event Planning Form.

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

eventproposals@rosekennedygreenway.org
617-603-7735

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