



# THE GALA ON THE GREENWAY SPONSORSHIP OPPORTUNITIES

with Co-Chairs

**HILNA D. AJAKAIYE**

Executive Vice President, Greater Boston Convention & Visitors Bureau

**& MATT O'MALLEY**

Chief Sustainability Officer, Vicinity

**THURSDAY, JUNE 8, 2023  
7-9P | RINGS FOUNTAIN**

# Gala on The Greenway

Raise a glass with us on Thursday, June 8, when the Greenway Conservancy's community of donors come together at the [Gala on The Greenway!](#) Hailed as “the most unconditionally happy spot in all of Boston,” our beloved Rings Fountain is the dazzling centerpiece of this joyful celebration. You and your guests will enjoy a lavish cocktail supper with delectable dishes and local libations while mingling with friends, colleagues, and neighbors.

Funds raised through the Gala support the Conservancy's work to connect neighborhoods and people through nature, public art, and community-led programming in ways that are sustainable, equitable, and welcoming.

**Sponsorship opportunities are available now. Gala sponsorships sold out last year, so [make your commitment today!](#)**

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



GALA ON  
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# Gala on The Greenway Sponsorship Levels

Commitments needed by April 1 to be listed on invitation and banners

## Magnolia (\$50,000)

- Cherry-level benefits
- Use of the Gala tent for your private event (one opportunity available)

## Cherry (\$25,000)

- Lilac-level benefits
- Choice of **3 ADDITIONAL BENEFITS**
- Verbal recognition from the podium, listing on Gala invitation, logo recognition on Gala signage, and acknowledgment in social media

## Dogwood (\$15,000)

- Lilac-level benefits
- Choice of **2 ADDITIONAL BENEFITS**
- Logo recognition on Gala signage, and acknowledgment in social media

## Hydrangea (\$10,000)

- Lilac-level benefits
- Choice of **1 ADDITIONAL BENEFIT**

## Lilac (\$5,000)

- Listing on Gala invitation and signage
- 4 Gala tickets *or* 2 Gala tickets and 6 Glow in the Park tickets

## ADDITIONAL BENEFITS MENU

- 4 additional tickets to the Gala
- 6 additional tickets to Glow
- 2 light pole banners
- Volunteer event for up to 15 employees
- Learning tour for up to 20 people
- Virtual presentation for employees

Benefits are described in the following pages.

Availability of all benefits is limited.

2022 Gala sponsorships sold out, so make your commitment today!

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[Sponsorship Form](#)

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# Glow in the Park Tickets

**Reward your team with tickets to the young professionals' party of the year!**

[Glow in the Park](#) is a celebratory young professionals event that takes place the night following the Gala on The Greenway in the same location. It features cuisine from favorite Greenway Food Trucks, local libations, live music, and lawn games. It's a great party to kick off the summer, and a great way for companies to recognize their rising stars!

All Gala sponsorship levels include options to bundle Gala and Glow in the Park tickets.



Friday, June 9, 6:30p-10:30p



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# Your Private Event in the Gala Tent

## Entertain Your Employees or Clients in an Extraordinary Setting

One Magnolia-level sponsor will have the exclusive opportunity to host an event in the Gala tent at the Rings Fountain on Wednesday, June 7 or Saturday, June 10, 2023.

This is the only opportunity to hold a private event on The Greenway, and is offered at a time when the park's gardens are bursting with color. The tent accommodates up to 500 guests.

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Director of Development

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*Photo credit: Krista Photography - www.kristaphoto.com*

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# Light Pole Banners

## Recognize your company with year-long in-park banner benefits

We are delighted to recognize our top Gala sponsors all year long on vibrant light-pole banners throughout the 1.5 miles of The Greenway. Extending from Chinatown to the North End, the banners will feature four colorful, eye-catching designs--and your company's logo.

Banners will be displayed for one year, beginning May 2023.

**The deadline to be included on banners is April 1. However, banners may sell out so make your sponsorship early!**

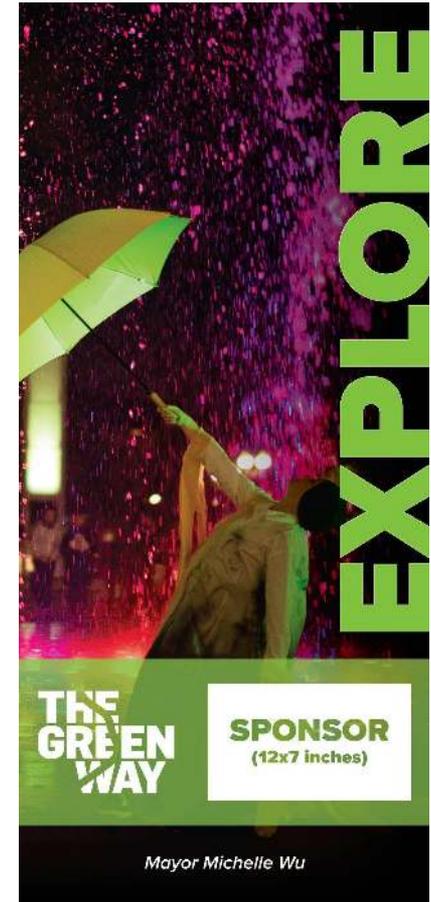


*Banner designs shown here are from 2022*

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# 2022 Banner Designs

2023 designs will be similar and made available early in the year



Sponsor Recognition: 12x7 inches

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# Volunteer Event

**Engage in team-building while contributing to the beauty of The Greenway**

Volunteers are essential to the stewardship of The Greenway. They contribute to the beauty of the park by working alongside Conservancy horticultural and maintenance staff, and learn about our innovative ecological care of this unique green space.

Group volunteer projects take place on Wednesdays, 9AM to 12PM, March to December.

Gala sponsors may opt to include a Volunteer event for up to 15 employees as part of their benefits package.



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# Learning Tour

## Explore the stories behind The Greenway

When it comes to caring for and programming an urban park over a highway tunnel, there is much more involved than meets the eye!

Engage up to 20 guests in a personalized, behind-the-scenes tour of the park, led by a member of the Conservancy's talented staff. We'll tailor the topic to your interests.

For example, your group can learn about:

- the diverse plant species that thrive on The Greenway, including native plants that support pollinators.
- the artists' visions that inspired the latest public art.
- the Conservancy's approach to ecological plant care, including a tour of our compost tea brewing facility.
- the complex systems behind The Greenway's beloved water features. This tour takes you inside the vault of the Rings Fountain!



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# Virtual Presentation

## Bring a Greenway learning experience to your employees

Whether they are working in the office or remotely, give your employees the inside scoop on the bountiful programs and events taking place on The Greenway in the 2023 park season.

- Public Art
- Performances
- Free Fitness Classes
- Food trucks
- Family activities
- Markets
- Beer garden
- Festivals



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# Thank you for your interest in supporting the Gala on The Greenway!

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