



Why The Greenway for your Brand Activation

A contemporary public park in the heart of Boston



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

We offer a 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, Seaport



Popular Tourist Destinations

Faneuil Hall, New England Aquarium, Freedom Trail, Boston Children's Museum



Residential Neighborhoods

North End, Wharf District, Chinatown, Leather District, Fort Point



Major Transit Hubs

South Station, Haymarket, North Station, Long Wharf Ferry Terminal, Rowses Wharf Ferry Terminal



The Greenway Map

A variety of locations are available for your activation

Chinatown

North End

Dewey Square / Financial District

Greenway Carousel

Wharf District

Rowes Wharf Plaza



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
- ❑ **Planning and Operations**
We conduct walkthroughs and provide layouts
- ❑ **Event Execution**
We will be on site day-of and can support load in / out logistics
- ❑ **Marketing**
We can leverage our communication channels

Facebook - 16K followers

[*/RoseKennedyGreenway*](https://www.facebook.com/RoseKennedyGreenway)

Instagram - 27K 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



Chinatown

Chinatown is a lively area that reflects Asian traditions and artwork.

Chin Park hosts the official entrance to the historic Chinatown neighborhood, Chinatown Gate, 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

Dimensions:

- Up to 7,200 sq ft of plaza space





Celebrity Series of Boston Presents

Concert For One :1

給一個人的音樂會

1 Musician, 1 Listener, 1 Minute of Music

Concert For One: The Story

Celebrity Series of Boston

SHARE YOUR EXPERIENCE

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Print out and post it!

Eventbrite



观



FREE NOT MILK™ & COFFEE

FREE NOT MILK™ & COFFEE

Hot Pot

NOT MILK™



IT'S MILK BUT NOT





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

- Signature contemporary mural
- Greenway Food Trucks
- Night Shift beer garden (May - October)

Adjacent Attractions

- South Station
- Financial District
- Downtown Crossing
- Seaport District

Demographics

- Office workers
- Young professionals
- Daily commuters
- Tourists

Dimensions:

- Up to 19,000 sq ft of plaza space
- Up to 13,000 sq ft of lawn space





Citizens

LIVE
MUSIC.

YOUR VIP PASS
TO BOSTON'S BEST LIVE ENTERTAINMENT

live

Citizens

Citizens

Citizens

LEGALIZE
FREEDOM

your spirit
in my ear

TENOC
TORTAS MEXICANAS





deshtemal

Photo By Daniel Nystedt



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DUNKIN' IS ON THE LINE

DUNKIN' CONNECTIONS
ANSWERING THE CALL FOR 3 TONS OF ICED COFFEE

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DUNKIN' CONNECTIONS

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DUNKIN'

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 distinct architecture, horticulture, and nearby waterfront.



Rowes Wharf Plaza

Attractions

- Greenway Food Trucks
- Trillium Brewing beer garden (May - October)
- Greenway Artisan Market (weekends only)

Adjacent Attractions

- Boston Harbor Hotel
- Harbor Walk
- Financial District

Demographics

- Office workers
- Young professionals
- Residents
- Tourists
- Families

Dimensions:

- Up to 10,000 sq ft of plaza space
- Up to 16,500 sq ft of lawn space





Photo By Matt Teuten



We are filming today.

By entering this space you give us the OK to be photographed and filmed. Thanks

L.L.Bean
Be an Outsider
at work

From building with the team.



HEAT UP
COOL DOWN
RELAX & REPEAT



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 (May - October)
- Greenway Artisan Market (weekends only)
- Rings Fountain

Adjacent Attractions

- New England Aquarium
- Faneuil Hall / Quincy Market
- Long Wharf
- Harbor Walk

Demographics

- Tourists
- Office workers
- Young professionals
- Residents
- Families

Dimensions:

- Multiple 800-2,000 sq ft plazas
- Two 5,000-7,000 sq ft lawn spaces





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#HEINZORIGINAL

#HEINZJALAPENO

#HEINZHABANERO



Greenway Carousel

Situated between Faneuil Hall and Christopher Columbus Park and steps from Boston Harbor, 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

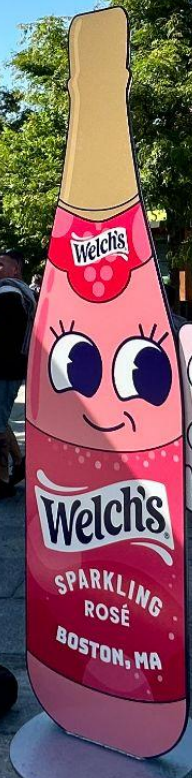
Demographics

- Tourists
- Residents
- Families

Dimensions:

- Up to 2,000 sq ft of plaza space









Rose Kennedy Greenway.org

Your Ticket to Summer Fun!
100 VENUES
ON FRIDAYS
50% FREE

THE GREENWAY

GREENWAY
CAROUSEL

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andStreet.org

THE GREENWAY

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

Dimensions:

- Up to 9,500 sq ft of lawn space





BASS OUTDOOR

Share your photo using #OutsideUncomplicated to @bassoutdoor and show one of our brand ambassadors for a tree gift!





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
- Food carts

Adjacent Attractions

- Boston Public Market
- Historic North End neighborhood
- TD Garden
- Faneuil Hall / Quincy Market
- Haymarket

Demographics

- Residents
- Families
- Tourists
- Young professionals

Dimensions:

- Up to 750 sq ft of plaza space
- 7,500 - 14,500 sq ft of lawn space







LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA

LAVAZZA
TORINO, ITALIA, 1895

LAVAZZA
PROUDLY SERVED
IN THE NORTH END
Caffè Victoria
Tresca Restaurant
Ristorante Fiore
LAVAZZA
TORINO, ITALIA, 1895





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COMMUNITY CENTER

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Take your picture with the GOAT! Tag us #Goat
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We have partnered with leading brands



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



Glow in the Park



Play



Volunteering



Organic Horticulture



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

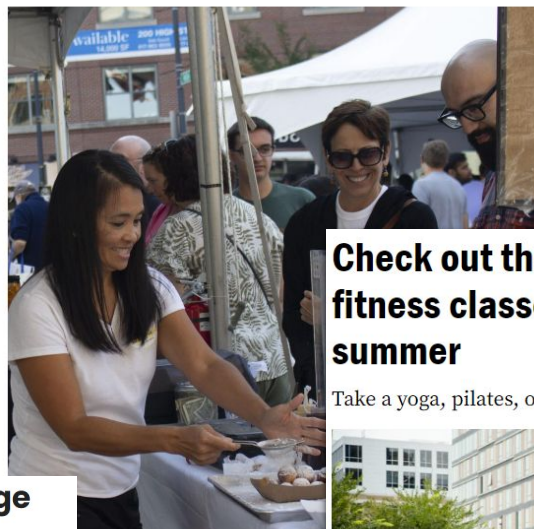


In the News

Boston Local Food Festival provides multicultural cuisine, sense of community

 **Cassandra Joyce**, news correspondent

September 20, 2024



Check out these free outdoor fitness classes in Boston this summer

Take a yoga, pilates, or Zumba class for free.



By SCOTT ROBERTO / April 15, 12:00 AM

High 5: Seasonal Beer Gardens



Enjoy a local craft brew al fresco at these scenic spots

the BOSTON SCOPE

Art, Indigeneity and drag on display on the Rose Kennedy Greenway

Indigenous artist Jeffrey Gibson debuted his mural 'your spirit whispering in my ear' at Dewey Square on Thursday evening

Rebecca Pereira, Audio Editor
September 21, 2024



TRAVEL

Sauna culture is gaining steam in New England — including a new spot right here on the Greenway

Here are a few ways to find some cold comfort this winter

By **Lindsay Crudele** Globe correspondent, Updated January 26, 2024, 8:00 a.m.



Saunas are so hot right now



4:48

WATCH: Correspondent Lindsay Crudele breaks down the long list of health benefits and lists the best steam spots in New England.

 **Only In Boston**
@OnlyInBOS

Want FREE Dunkin' Iced Coffees?!

Stop by Dewey Square Park on The Greenway April 4-6 from 10AM-4PM for a [@DunkinDonuts](#) pop-up!

Reserve free VIP private seating below for you and a friend and enjoy two free medium Dunkin' Iced Coffees!

bit.ly/3qQjyvc

#ad



Boston Lyric Opera's Street Stage hits the road

Find out where you can catch these mobile performances.

May 22, 2024 • **Katy Kostakis**





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!

