



WOONASQUATUCKET RIVER
WATERSHED COUNCIL

WOONASQUATUCKET
RIVER
GREENWAY

NAMING OPPORTUNITIES



WRWC NAMING OPPORTUNITIES



The Woonasquatucket River Watershed Council (WRWC) is offering naming opportunities within the Woonasquatucket River Greenway.

When you sponsor the Greenway and its singular role in revitalizing Rhode Island, we will celebrate your support with on-site recognition.



NAMING OPPORTUNITIES RANGE FROM \$1,000 TO \$25,000 ANNUALLY FOR TERMS OF FIVE YEARS.



We rely on funding from investors who believe in a cleaner, greener Rhode Island. Your support ensures that we can maintain the high quality of the trails, green spaces, and flood control projects along the Woonasquatucket River Greenway. And your support ensures that we can keep the Greenway safe for all people and other living things who benefit from the amazing transformations that we have created.





The WRWC offers naming opportunities within the Woonasquattucket River Greenway, 75+ carefully maintained acres that run from downtown Providence to Johnston, with additional locations in Smithfield and North Providence. The Greenway is connected by an off-road multi-use trail that will be expanding in the coming years.



SIGNAGE EXAMPLES

We're grateful to our friends and supporters who have shared their love of the Woonasquatucket River and Greenway! Here is a range of metal naming opportunity signage along the Greenway.



Metal sign on River Ranger Containers in Riverside Park



Metal sign in pollinator meadow in Riverside Park



Metal sign on rain garden planter box at Black Locust Pocket Park



Metal sign along Promenade Street on riverbank railing

SIGNAGE EXAMPLES



These are examples of banner signage that depict upcoming features of the Promenade-Kinsley off-road multi-use trail installation that is scheduled to launch in 2024.

When the trail is completed, we will replace these banners with metal signage in the new pocket parks and canoe/kayak launches on Kinsley Avenue in Providence that are illustrated on the banners.



WOONASQUATUCKET RIVER GREENWAY TRAIL

Along with the river, the Woonasquatucket River Greenway's centerpiece is an off- and on-road multi-use trail that runs from downtown Providence to Lyman Avenue in Johnston.

Greenway trail signage demonstrates your support to hundreds of thousands of motorists and tens of thousands of cyclists and pedestrians every year.

Woonasquatucket River Greenway trail naming opportunities:

- Woonasquatucket River sections along Promenade Street and Kinsley Avenue in Providence. In 2024, this high-traffic area will be transformed into a fabulous protected path system visible to bicyclists, pedestrians, and motorists.
- San Souci, in the heart of Olneyville Square in Providence
- Eagle Square, in the Valley neighborhood In Providence
- Donigian Park, in the Valley neighborhood In Providence
- Riverside Park in Providence
- Merino Park in Providence
- Woonasquatucket Adventure Park in Providence
- Manton Gateway in Providence
- Buttonhole Spur in Providence
- Cricket Field in Johnston
- Leo Bouchard Conservation Center in Smithfield



BLACK LOCUST POCKET PARK

Located at the prominently visible corner of Eagle Street and Kinsley Avenue, across the street from Farm Fresh Rhode Island's busy headquarters and several thriving Sims Avenue hospitality businesses, Black Locust Pocket Park serves as a pilot project to demonstrate the WRWC's plans for the downtown section of the river. Black Locust Pocket Park will continue to shine with ongoing improvements, including a canoe/kayak launch slated for 2024.

Black Locust, for which this Pocket Park is named, is a non-native tree that thrives in Providence. Black Locust wood is a durable building material that we use throughout the Woonasquatucket River Greenway.

The Black Locust Pocket Park contains:

- Black Locust seating and shade trellises
- Unique black locust path among native plantings
- Perennial flower boxes
- Woonasquatucket River Greenway electric box murals
- Habitat restoration signage
- River access with view of thriving wildlife



As part of the Kinsley/Promenade path upgrade project, three more high-visibility Pocket Parks are in the works! To invest in these upcoming green space, you can join others who share their commitment to the Greenway with a temporary banner, which we will replace with a sign when the project is complete.



DONIGIAN PARK



With the help of our supporters and partners, we have transformed Donigian Park into a safe and shady green oasis for play on Valley Street. A 5.35 acre amenity-filled park in the densely populated Olneyville neighborhood, Donigian Park offers several features available as naming opportunities, including:

- Fish passage that allows fish to travel upstream to spawn
- Canoe/kayak launch
- Off-road multi-use trail segments



Ask about opportunities to dedicate benches, tables, and trees in our parks!

RIVERSIDE PARK

A jewel along the Woonasquatucket River Greenway in Olneyville, Riverside Park is the starting point for the off-road multi-use path that runs north through Johnston and loops around both sides of the Woonasquatucket River.

Riverside Park's environmental innovations include bioswales, rain gardens and green roofs that clean and absorb stormwater. Other amenities include pollinator meadows that support bees, butterflies, and other wild-life; outdoor classroom space where our environmental educators engage hundreds of students each year; a fish ladder; playgrounds, shade structures, and picnic areas; a canoe/kayak launch; a stage for community use; and a community garden.



Riverside Park serves as the WRWC's Providence headquarters. Riverside is the home to the River Rangers, our skilled crew that maintains and improves the Greenway, and the Red Shed's bicycle education programs that serve hundreds of Rhode Island's young people annually. Riverside is also a prized well-used community space beloved by thousands of neighbors in the high-need Olneyville neighborhood for recreation, transportation, fresh air, gatherings, and more.

RIVERSIDE PARK



Riverside Park offers a robust range naming opportunities including:

- The Red Shed, home to our signature bike programs
- River Ranger storage containers—the Rangers’ outdoor base of operations
- Canoe/kayak launch
- Outdoor classroom area on riverbank
- Pollinator meadow next to bike path leading to river
- Shade structures
- Garden/planting areas bordering Aleppo Street and parking lot
- Off-road multi-use trail segments



We also offer Riverside Park Fish Passage Dedications! Be a part of Greenway art—put your name—or the name of an inspirational person, organization, or idea—on a beautiful stainless steel fish.



MERINO PARK



A beloved and busy 18.6 acre city-owned park that serves as the heart of the densely populated Hartford neighborhood, Merino Park is connected to Riverside Park by a pedestrian bridge that allows safe crossing over Route 6, Merino Park is home to murals, a tot lot and community playground, picnic areas, lighted basketball courts, soccer fields, and the continuation of our off-road multi-use trail.

Merino Park's options for naming opportunities include:

- Pollinator meadows adjacent to pedestrian bridge
- Riverbank seating area
- Off-road multi-use trail segments

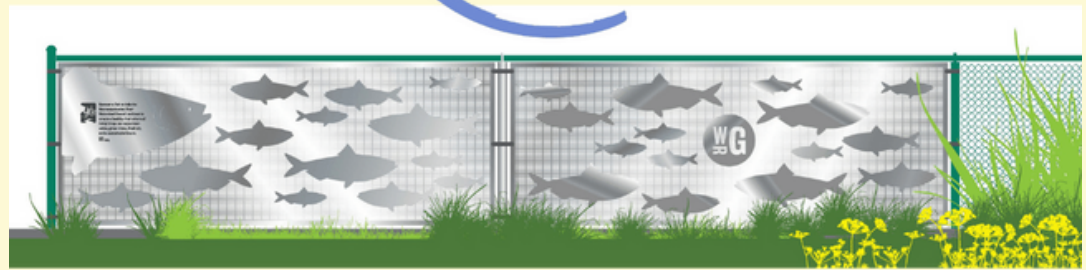
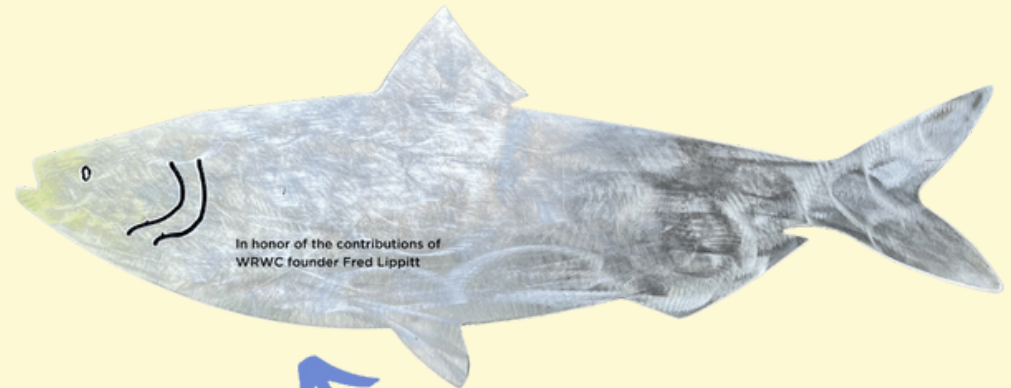


RIVER HERRING DEDICATIONS

Another way to show your support for the Greenway: we invite you to dedicate a beautiful stainless steel river herring along our fish passages in Riverside Park (Providence) and Manton Pond (Johnston).

Put your name (or the name of an inspiring person, organization, or idea) on a River Herring dedications demonstrate your love for the Woonasquatucket River Watershed and our shared belief that all of us, swimming together, can manifest the vision of a clean Woonasquatucket River and thriving Greenway for all to lead healthy lives.

**BE A PART OF GREENWAY ART!
DEDICATE A RIVER HERRING
TO SHOW YOUR LOVE FOR THE
WOONASQUATUCKET RIVER
AND GREENWAY.**



WRWC.ORG/FISH-DEDICATION

SPONSOR OUR TRUCKS

If you'd like your name to be seen all over the Woonasquatucket River Greenway, we invite you to sponsor our hardworking fleet of trucks. The WRWC's River Rangers travel the Greenway in three well-worn pickup trucks that do everything from carry trees ready for planting to hauling away tires and other river trash. We seek investment to update and expand our current fleet.

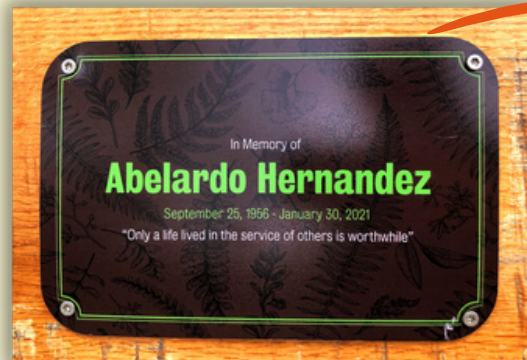


TREES, BENCHES, PICNIC TABLES

Your investment in trees, benches, and picnic tables is permanent and will be shared via a beautiful plaque with your chosen dedication. Many opportunities are available throughout the Greenway.

Tree planting offers a meaningful hands-on opportunity. Your investment in planting a tree offers much-needed shade and help reestablish native habitats, all while absorbing and cleaning stormwater.

To celebrate fond memories, we invite you to add a dedication to one of our Black Locust benches and picnic tables.



FUTURE NAMING OPPORTUNITIES

The Woonasquacket River Greenway is expanding, with green park space, more miles of multi-use on- and off-road trails, and other amenities coming to the Greenway soon.

Talk with us about investing now to support these improvements and new opportunities, which include:

- Bath Street Pocket Park in Providence
- Acorn Street Pocket Park in Providence
- Leland Street Pocket Park and Canoe Launch in Providence
- Gotham Greens off-road multi-use trail in Providence
- Additional new off-road sections of the Woonasquacket River Greenway trail in Smithfield and North Smithfield



JOIN US TO HELP ALL RHODE ISLANDERS DISCOVER THEIR BETTER NATURE

Your investment will help us revitalize our environment, our economy, and our communities. Your support is vital to ensuring that the Woonasquatucket River Greenway remains a vital resource for our community.

For more information:

- Visit wrwc.org/ways-to-give
- Contact Jill Davidson, Director of Development and Communications:
jdavidson@wrwc.org or 401-345-2464



WOONASQUATUCKET RIVER
WATERSHED COUNCIL

WOONASQUATUCKET
RIVER
GREENWAY

