

Reach Southern California's most
engaged innovation community.

#CONNECT 18

October 20-28, 2018

Pasadena is one of the most dynamic and unique communities in Southern California. Home to some of the world's leading science, research, design, and cultural institutions, Pasadena has been a long-time center for top innovators and ideas. Pasadena's reputation worldwide attracts people from every industry to tackle major challenges and create ground-breaking innovations.



When you partner with Innovate Pasadena, you reach a community of thousands of smart, creative, inquisitive people working hard to shape the future of the Los Angeles region.

Innovate Pasadena unites the broader community with some of today's most creative and forward-thinking minds to strengthen the innovation ecosystem.

Each October, through a massive event series called Connect, we bring together greater Los Angeles' people, institutions, and companies to open doors for entrepreneurs; provide access to education in math, sciences, and the arts; and support scientific research and new technologies.



9 Days



Kickoff Party &
Celebration



80+ Community
Events



15,000+ Innovators



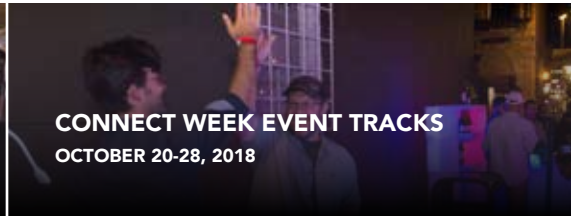
Connect 2016, Connect 2017



Connect Week 2018 Overview



Connect is a series of independently organized talks, workshops, and social events hosted in venues all across Greater Pasadena. For 10 days in October, innovators of all kinds gather to share knowledge, showcase innovative products, and discuss new advancements and ideas. Connect spans industries, job titles, backgrounds, age groups, and interests.



The Connect Week events are organized into four main topics or tracks:

Art + Design: these events focus on creativity, how design improves our lives, art in technology, and more.

Business + Entrepreneurship: Events cover topics like startup communities, business resources, funding, and more.

Science + Astronomy: Events in this topic cover healthcare, engineering, bioscience, scientific advancements, and space science.

Technology: These events cover code, bridging design and development, maker initiatives, and more.



The Connect Kickoff Party provides an opportunity for partners, sponsors, and attendees to come together for food, music, and interactive showcases featuring new technology and innovative projects—in a unique and quirky setting easily accessible to public transportation and centrally located in Pasadena.

More than just an innovation series; it's THE innovation series.

Since our formation in 2013, Innovate Pasadena has grown to become the civic partnership template which all other cities strive to replicate. Connect Week is the culmination of the collaborative partnerships Innovate Pasadena has formed, unifying art and design, science and astronomy, technology, and business and entrepreneurship to create learning experiences and networking opportunities for an enthusiastic and driven audience that spans all of Los Angeles.

Now in our 5th year, the Connect Week events feature panels, competitions, seminars, open houses, exhibitions, hackathons, meetups, pitches, speaker series, mixers, workshops, and even more. The series will run for 9 days from October 20-28, 2018. Collaborators from established institutions to grassroots local groups commit their participation each year. The 2017 Connect series featured 87 events representing nearly as many organizations, all held over a 9-day period at locations all across Pasadena.





CONNECT WEEK EVENT TRACKS

OCTOBER 20-28, 2018

We know how to connect smart people.

Each Connect Week event is centered around one of four main tracks, allowing you to find and connect with your ideal audience.

Art + Design

Reach Pasadena's top visual artists, designers, creative marketers, and UX professionals.

Business + Entrepreneurship

Meet the leaders of the local entrepreneurial scene, founders, strategists, economic development leaders, and service providers.

Science + Astronomy

Connect with top science innovators in bioscience, healthcare, life science, astronomy, and other disciplines.

Technology

Find tech professionals, engineers, data scientists, programmers, and makers.



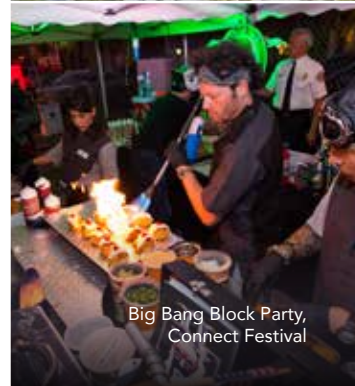
THE CONNECT KICKOFF PARTY

OCTOBER 19, 2018

A center for culture and creativity, with a unique backdrop.

Celebrate technology and innovation at the Connect Week kickoff event! It's not just another networking mixer or community fair; taking place on Thursday, October 19th from 6:00-9:30 pm, the Connect Kickoff Party will gather the week's presenters, speakers, producers, and attendees from various industry backgrounds. The kickoff is the central hub for innovators, professionals, local media, and event attendees to share their passion for learning and discovery and make new connections.

For the 5th year, Innovate Pasadena will partner with the City of Pasadena, local restaurants, and food trucks to kick off the week with an outdoor party. There will be food, entertainment, cool tech to play with and more!



Big Bang Block Party,
Connect Festival

Connect Week Collaborator Alumni

Ableton	Echo-Factory	LAPHP Meetup	Rails Girls
ADP Innovation Center	Enbroaden	Leech Tishman Law Firm	RED Camera
Alexandria Real Estate	Epic Spaces	MAKEIT 3D Printing	SGV Code School
Alibaba Pictures	Friday Morning Coffee Meetup	Mt. Wilson Observatory	Small Business Development Center
Apple Store	General Assembly	NASA/Jet Propulsion Laboratory	Spokeo
Applied Design Science	Giant Magellan Telescope	NELAUX Meetup	Spring Ahead Academy
ArtCenter College of Design	Girl Develop It	Neon Retro Arcade	Startup Grind
Autodesk	Goldstar	Newark Grubb Knight Frank	STEAM:CODERS
Ayzenberg Group	Grant Law Group	Nonscriptum, LLC	Strategic Law Partners
Barnabas Robotics	Guidance Software	Nth Games	Supplyframe DesignLab
Caltech Astronomy	Hack for Health	Oak Crest Institute of Science	Techsparks
Caltech Eclub	Hackaday	Old Pasadena Management District	The Planetary Society
Carnegie Observatories	Healthcare Innovation Design Meetup	OpenX	The1stMovement
City of Astronomy	Ice House Comedy Club	Orange Grove Consulting	Thirty Meter Telescope
City of Pasadena	Idealab	Pasadena Angels	Tindie
codeSpark	IPAC	Pasadena Bioscience Collaborative	Turtle Executive Coaching
Coding for Treasure	iPic Theaters	Pasadena City College	USC
Content Strategy Southern California	iRobot	Pasadena Entrepreneurs Meetup	Wallaby
CPO Commerce	Kaiser Permanente	Pasadena Library	Warner Brothers Television The Big Bang Theory
CreatorUp	KeyInfo	Pasadena Unified School District	We'll Talk UX Meetup
Cross Campus	Kidspace Children's Museum	Pasadena Women in Technology Meetup	Website Weekend
CxO Happy Hour	KPCC	Pasadena Women's City Club	WeWork
db5	KPPB	Playhouse District Association	YP
Deezmaker 3D Printers & Makerspace	LA Business Technology Center	Products to Profits	
DesignX Meetup	LAEDC		

Connect 2017 Media Recap



1,258,000+ Digital Impressions
from local and regional news outlets, ads, and organic pageviews.



79,703,268 Online Impressions
from local calendar listings.

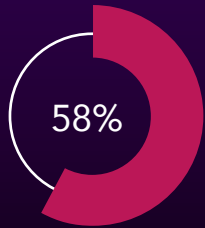


322,200+ Reached
through social media coverage.

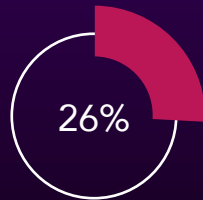


Over 23,000 Attendees
at 87 events held across 41 venues citywide.

Connect Growth 2016-2017



Increase in Attendance



Increase in Events



More Venues



Total Hours of Programs

As a Connect Week Presenting, Track, or Kickoff Party Sponsor you have the ability to engage our audience and align your brand with cutting-edge technologies, the brightest minds, and a better tomorrow.



Professional

Attendees work in select industries, primarily business, design, technology, engineering, and media.



Millennial + Gen X

Ages 18-34 make up 27% and ages 35-49 make up 43% of our audience.



Diverse

Women make up 40% of our attendees.



Leaders

37% are CEOs and 27% classify themselves as entrepreneurs.

Connect 2018 Sponsorship Opportunities

Connect Week Series Presenting Sponsor

\$30K (*one available*)

- Official Title: *Connect Week 2018 Series Presented by Your Company's Name*
- Named as Presenting Sponsor of event series on Connect 2018 website
- Named as Presenting Sponsor on all event series collateral material, ads, press releases, social media, and Innovate Pasadena digital publications
- Logo and title on prominent signage at each major location for the duration of the event series (15+ locations)
- Acknowledgement as Presenting Sponsor during event announcements
- Complimentary registrations to designated events
- Opportunity to provide swag bags/giveaways at all events
- 10'x10' exhibitor space at Connect Festival
- Up to 20 complementary registrations to Connect Festival
- VIP passes to Connect Festival hospitality area

Connect Kickoff Party Title Sponsor

\$15K

- Official Title: *Your Company's Name Connect Week 2018 Kickoff Party*
- Named as Title Sponsor of kickoff party on Connect 2018 website
- Named as Title Sponsor on all kickoff party collateral material, ads, press releases, social media, Innovate Pasadena digital publications, and registration pages
- Prominent title and logo placement on signage at entrance and main stage area
- Acknowledgement as Title Sponsor during kickoff party announcements
- Speaking opportunity during kickoff party welcome (up to 2 minutes)
- Opportunity to provide swag bags/giveaways

Connect Week Track Sponsor

\$15K per track

- Official Title: *Connect Week 2018 [Track Name] Sponsor*
- Named as Track Sponsor on Connect 2018 website
- Named as Track Sponsor on collateral material, social media, Innovate Pasadena digital publications, and registration page
- Title and logo on signage at track-specific events
- Acknowledgement as Track Sponsor during each track-specific event
- Opportunity to provide swag bags/giveaways at all track-specific events



Get in Touch

President: Beth Kuchar
beth@innovatepasadena.org

Vice President: Mark Breitenberg
mark@innovatepasadena.org

Chairman: Mike Giardello
mike@innovatepasadena.org

connectpasadena.com | innovatepasadena.org