

Reach Southern California's most
engaged innovation community.

CONNECT WEEK 2019

October 13-20, 2019

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 Week, 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.



8 Days



Innovation & Libations Mixer



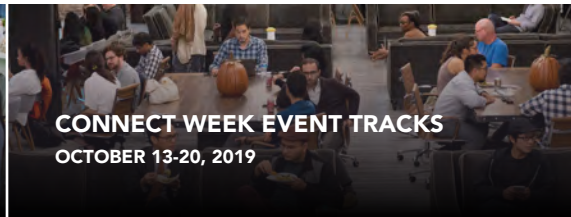
80+ Community Events



10,000+ Innovators



Connect Week 2019 Overview



Connect is a series of independently organized talks, workshops, and social events hosted in venues all across Greater Pasadena. For 8 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.

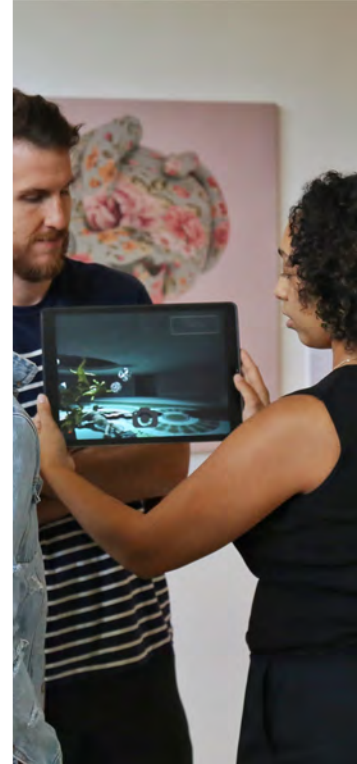
Technology: These events cover code, bridging design and development, maker initiatives, and more.

Connect Week will feature a special edition of Innovate Pasadena's successful bi-monthly networking series Innovation & Libations on October 10th. This popular evening event will provide an opportunity for partners, sponsors, and attendees to come together for food, drink, and music, kicking off the celebration of innovation in the Greater Pasadena area.

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 6th 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 8 days from October 13-20, 2019. Collaborators from established institutions to grassroots local groups commit their participation each year. The 2018 Connect series featured over 100 events representing nearly as many organizations, all held over a 9-day period at locations all across Pasadena.





CONNECT WEEK EVENT TRACKS

OCTOBER 13-20, 2019

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.



Connect Week Collaborator Alumni

3D Printing Meetup

Albeton

Autodesk

City of Astronomy

Clarovoyant

Ethnio

LAPHP Meetup

ADP Innovation Center

AI LA

Alexandria Real Estate

Alibaba Pictures

Apple Store

Applied Design Science

Arlington Gardens

ArtCenter College of Design

Ayzenberg Group

Barnabas Robotics

Bluebeam

Caltech Astronomy

Caltech Eclub

Carnegie Observatories

Catalyst & Coffee Meetup

City of Pasadena

Coding for Treasure

Cotman IP Law

CPO Commerce

CRASH Space

CreatorUp

Cross Campus

Delta Brain

DesignX Meetup

DevMasters

DevOps Mastermind Group

Digital Nature

Echo-Factory

Envision Consulting

Feminist AI

Friday Morning Coffee Meetup

General Assembly

Giant Magellan Telescope

Girl Develop It

Goldstar Events

Hack for Health

Healthcare Innovation Design Meetup

Huntington Medical Research Institutes

Idealab

iRobot

Junior League of Pasadena

Kaiser Permanente

Kidspace Children's Museum

KPCC

KPPB

LA Arboretum

LA Business Technology Center

LA Fintech

LAEDC

Leech Tishman Law Firm

Living in Space Meetup

MAKEit 3D Printing

Media Tech Marketplace

Mt. Wilson Observatory

MUSE/IQUE

NAACP

NASA/Jet Propulsion Laboratory

NELAUX Meetup

Newmark Grubb Knight Frank

Nth Games

Old Pasadena Management District

OpenX

Pasadena Angels

Pasadena Bio Collaborative Incubator

Pasadena Chamber of Commerce

Pasadena City College

Pasadena Entrepreneurs Meetup

Pasadena Media

Pasadena Public Library

Pasadena Unified School District

Pasadena Women in Technology

Pasadena Women's City Club

Plants Go Global

Playhouse District Association

Rails Girls

RED Camera

Sellbrite

SGV Code School

SGV Tech

Shorey Designs

Small Business Development Center

Spokeo

Startup Grind

Startups Unplugged Advisory

STEAM:CODERS

STEM World

Supplyframe DesignLab

The Planetary Society

The1stMovement

Tindie

We'll Talk: UX Meetup

WeWork

Wordpress Pasadena Meetup

Connect 2018 Media Recap



2,190,000+ Digital Impressions

from local and regional news outlets, ads, and organic pageviews.



733,000+ Online Impressions

from local calendar listings.



569,000+ Reached

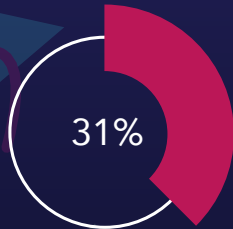
through social media coverage.



Over 10,000 Attendees

at 114 events held across 47 venues citywide.

Connect Growth 2017-2018



Increase in Events

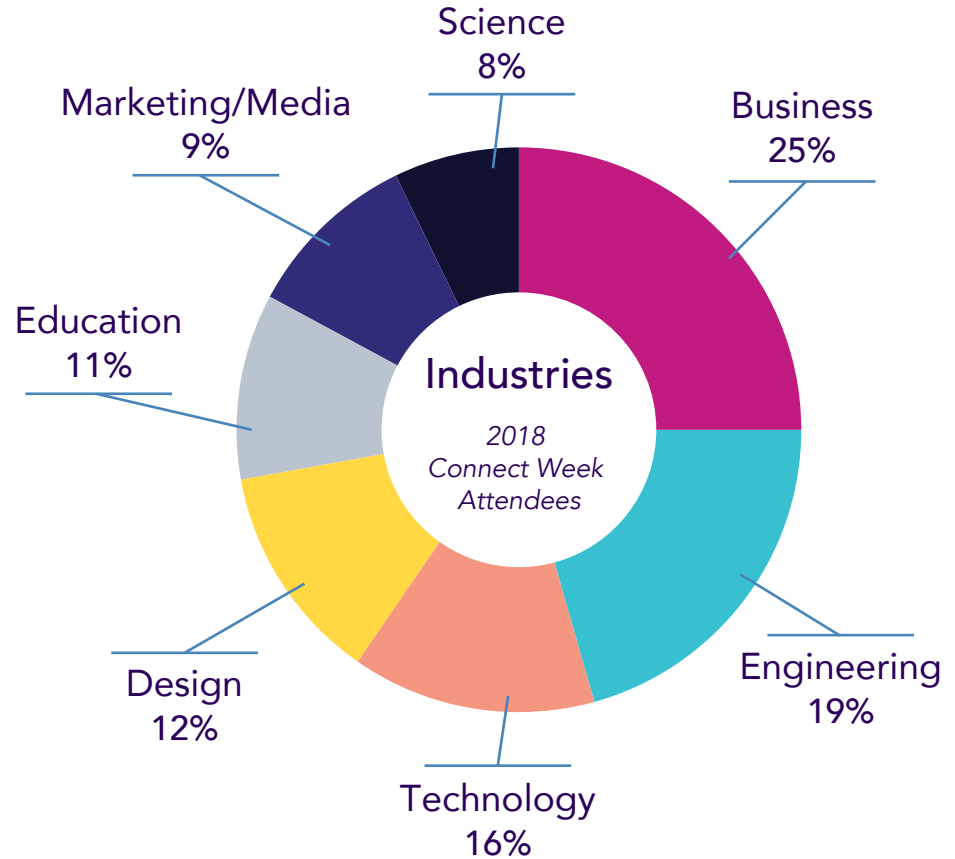


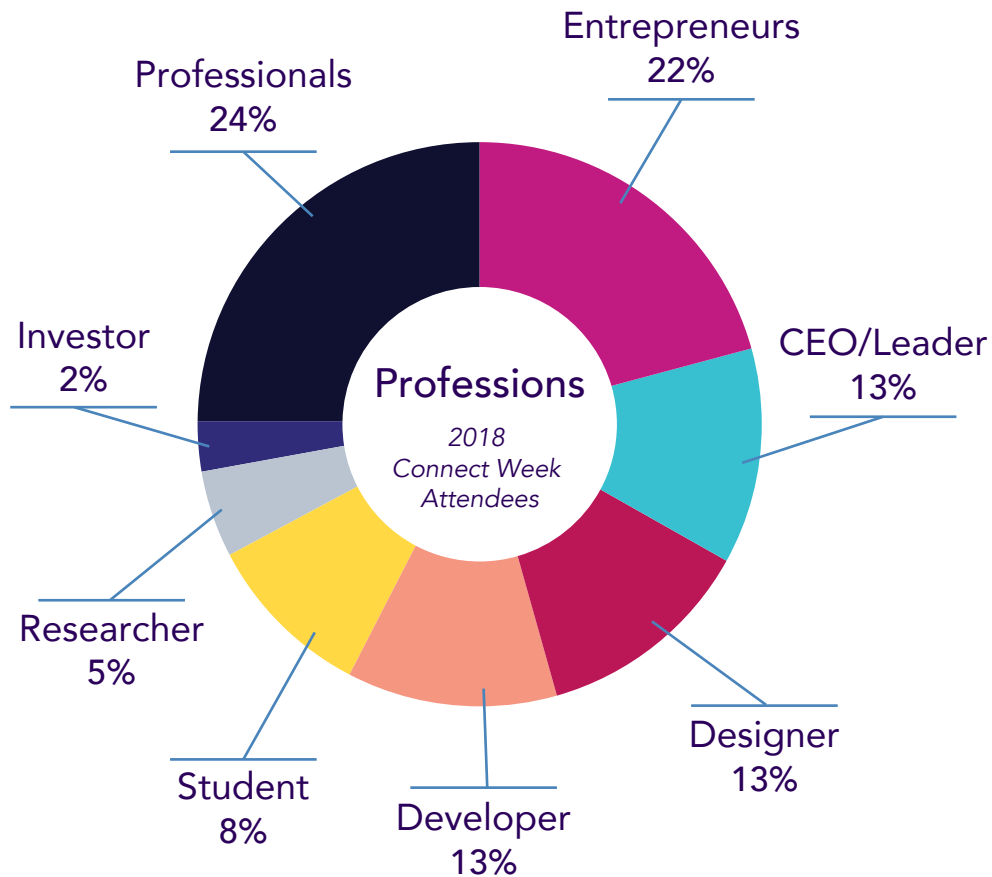
More Venues



Total Hours of Programs

Connect Week attracts attendees from an array of industries centered around technology, design, and business. Attendees from these industries are all driven by a common denominator: innovation.





As a Connect Week Sponsor, you have the opportunity for exposure and engagement with a variety of innovators including entrepreneurs, c-level leaders, and key decision makers.



Connect 2019 Sponsorship Opportunities

Connect Week Presenting Sponsor

\$25K (*one available*)

- Official Title: *Connect Week 2019 Presented by Your Company's Name*
- Named as Presenting Sponsor of event series on Connect 2019 website
- Named as Presenting Sponsor on all 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
- Acknowledgement as Presenting Sponsor during event announcements
- Speaking opportunity during Innovation & Libations Mixer (up to 2 minutes)
- Opportunity to provide swag bags/giveaways at all events
- Sponsor table at Innovation & Libations Mixer
- Complimentary registrations to designated events

Connect Week Track Sponsor

\$10K per track

- Official Title: *Connect Week 2019 [Track Name] Sponsor*
- Named as Track Sponsor on Connect 2019 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
- Complementary registrations to track-specific events

Connect Week Supporting Sponsor

\$5K

- Official Title: *Connect Week 2019 Supporting Sponsor*
- Named as a Supporting Sponsor on Connect 2019 website
- Named as a Supporting Sponsor on collateral material, social media, and Innovate Pasadena digital publications
- Logo and title on prominent signage at each major location for the duration of the event series
- Opportunity to provide swag bags/giveaways at all events
- Complimentary registrations to designated events



Get in Touch

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