

NADOG EVENTS

20 25



COMMUNITY ● LEARNING ● SHARING

North American DevOps Group

A Community for Modern and Advanced Software Development, Operations, Security and Governance



MAKE
CONNECTIONS



EDUCATE
YOUR PROSPECTS



AMPLIFY
YOUR BRAND



nadog.com

A personal invitation from our Founder:



"Hello, returning and potential sponsors! Over the past 10 years, I have had the privilege of growing this incredible community, built on collaboration, learning, and camaraderie. I'm excited to invite you to join us in celebrating a decade of connecting the community with each other while helping you expose your brand and solutions to the people who matter most. Our community is eager to learn about the latest tools and technologies that can elevate and modernize their software delivery, operations, security and governance.

With our signature 'DevOps & Hops' regional events, you'll be part of a milestone year, building deeper connections with the community and showcasing your products and solutions to the people who are shaping the future of technology.

As we celebrate our 10th anniversary throughout 2025, North American DevOps Group (NADOG) is proud to continue hosting our renowned events across North America. Since 2015, NADOG has brought together the brightest minds in modern and advanced software development, operations, governance and security to share knowledge, build relationships, and shape the future.

Let's partner together to make 2025 our most impactful year yet!"

Jim Schild

Founder and Head of Community
North American DevOps Group



Why partner with NADOG?



Access to Decision-Makers and Influencers:

1

NADOG attracts a focused audience of IT practitioners and technical leaders. Sponsoring gives direct access to the decision-makers and influencers guiding purchasing choices.

Unique Branding and Engagement:

2

Sponsors showcase their solutions through pitches, demos, and branding in a casual, educational setting. This creates opportunities for meaningful interactions that drive engagement.

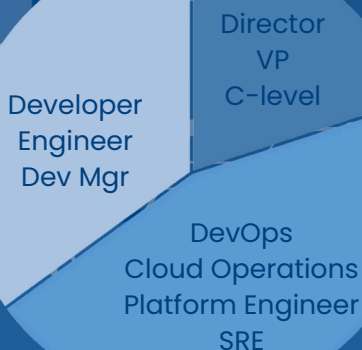
Build Credibility and Thought Leadership:

3

Sponsoring NADOG events highlights your brand as a thought leader. Sharing insights and solutions in front of an engaged community builds trust and boosts your reputation.

Our Members

Titles



Companies



First Half 2025 Events

February

12th

Irvine

13th

San Diego

25th

Phoenix

26th

San Jose

March

4th

Austin

6th

Denver

18th

Atlanta

19th

Raleigh

April

15th

San Diego

17th

Irvine

28nd

San Jose

May

6th

Denver

8th

Austin

20th

Atlanta

21st

Raleigh

22nd

Boston

NADSG
Celebrating 10 Years!

Sponsorship with NADOG

Partnering with NADOG means activating a powerful Field Marketing and Community engine. We handle the planning and promotion, allowing you to focus on building relationships and showcasing your solutions.

Event Format:

- 2.5-hour sessions
- 50% engaging talks
- 50% networking, demos, and socializing.



Unique Venues: Breweries, distilleries, trendy bars, restaurants, and innovative spaces make each event memorable.



Engaged Attendees (2024 per event averages):

- 84 RSVPs
- 35 vetted attendees
- Over 30,000 global NADOG members



“LevelUp” Sponsor Talks:

- Introduce your solutions and successes to the community
- Host demos and deeper discussions at your tech table



Featured Speakers: Community members and thought leaders from top local companies share insights on topics in advanced software development, operations, security, governance, etc..



Sample Agenda:

- 6:00 PM – Check-in, food, drinks, and mingling
- 6:20 PM – Welcome & “LevelUp” Sponsor Talks
- 6:45 PM – Spotlight Speaker: Local expert on the latest trends
- 7:15 PM – Q&A and group discussion
- 7:30 PM – Demos, networking, and more bites & drinks
- 8:30 PM – Close (or stick around for more connections!)



Sponsorship Options

	Gold	Platinum
Sponsor Attendees	3	5
RSVP List	X	X
Demo Table	X	X
"LevelUp" Talk	5 min	15 min
Branding on Event Page	X	X+
Single Event Price	\$3,500	\$6,000
Two or More (per event price)	\$3,000	\$5,000
Quarterly (8 events)	\$20,000	\$36,000



Demo Table Experience:

- Showcase your brand in style!
- Dedicated space to run demos, distribute swag, and display your brand.
- Engage attendees up close, spark conversations, and leave a lasting impression!

Whether it's a 6' table, a pair of cocktail tables, a bartop, or other unique setups, we'll ensure you have a space to engage with our members.

2024 Sponsors



Testimonials

NADOG
Celebrating 10 Years!



“Since meeting and working with him in 2018, Jim demonstrated his ability to tap into the community to open doors into strategic accounts and to accelerate sales cycles. I witnessed first-hand the power of the personal brand Jim was able to build with NADOG and of the access it granted him.”
Rodney Suiste, VP of Sales at CloudBees



“Jim is a passionate community leader, and I am always amazed watching him work tirelessly to act as a conductor or the global DevOps community. He is undoubtedly a trailblazer in this field, and I highly recommend getting involved with NADOG today.”
Andre Pino, Chief Marketing Officer at Techstrong Group



“As a non-technical Account Executive in the DevOps space, I can not recommend tapping into the NADOG community enough. As a community founder and leader, Jim’s community and guidance has helped me vastly increase my professional network, build credibility, and establish myself as a community leader and contributor. Being known, liked, and trusted helps close more deals, faster.”
John Timerlake, Enterprise Account Executive at Immuta



“NADOG events have been invaluable for us at Incredibuild. As a long-time sponsor, we’ve seen excellent engagement with a focused, quality audience that drives meaningful connections within the DevOps community. NADOG consistently delivers a strong return on investment, making it one of our most effective partnerships.”
Elad Ben David, VP Marketing at Incredibuild

Get Started!

We are very excited about 2025. As a sponsor, you unlock the potential to:

- **Connect with thousands of DevOps leaders and practitioners**, from engineers to CTOs, across 30+ cities.
- **Engage in meaningful conversations** through community-driven events, tailored to create personal connections.
- **Showcase your solutions directly to decision-makers and users** seeking the latest advancements in DevOps and cloud infrastructure.

Ready to Get Started?

Contact us to explore options and start customizing your NADOG 2025 sponsorship experience. We're here to partner with you every step of the way to maximize your impact and ensure your goals are met.

Contact Us Today:



Email: jim@nadog.com
Phone: (626) 422-5429
Website: www.nadog.com/sponsor

Let's make NADOG 2025 an unforgettable experience—for you, your company, the community, and for the future of DevOps.

Jim Schild

Founder

North American DevOps Group

NADOG
Celebrating 10 Years!

A Special Thank You

To our sponsors over the past 10 years—thank you for your incredible support and partnership. Your commitment has been essential to building a thriving NADOG community, and we could not have done it without every single one of you. We look forward to many more years of success and community together!

The logo for NADOG is rendered in a white, stylized font. The letters 'N', 'A', and 'D' are solid, while the 'O' and 'G' are formed by thick white outlines. A horizontal arrow points to the right from the top of the 'O', and another horizontal arrow points to the left from the bottom of the 'G'.The number '10' is displayed in a large, bold, 3D style. The digits are white with a light blue shadow effect, giving them a sense of depth and volume.A dark blue ribbon banner with a slight 3D effect, featuring a white border and a shadow. It is positioned horizontally across the bottom of the '10' graphic.

YEARS