

Welcome to

SCCG

management

The Gambling Industry's
Global Connector

sccgmanagement.com





SCCG Management celebrated 2022 as its 30th Anniversary of leadership and innovation for the gaming industry WORLDWIDE



About Us

SCCG Management is a leading advisory firm specializing in:

- Sports betting and DFS Platforms
- B2B Gaming Solutions (KYC, Payments, CRM, Data)
- Sports Entertainment/Fan Engagement
- iGaming Content and Platforms
- Media and Affiliate Marketing
- Tribal Gaming

With a focus on sports betting, iGaming, sports marketing, and affiliate marketing, **we offer solutions for success in the U.S. and globally.**

Game Studios



Sports Leagues



Esports



Sports Data / Analytics



Influencers



With over 30 years in the gambling industry, SCCG has expanded its client-partner ecosystem, **connecting clients from every sector of the industry with strategic partners across Europe, Africa, Asia, South America, North America and Latin America.**

Our commitment to innovation shines through our work with the latest technology in the gambling and sports entertainment space, where we offer guidance and insights to enhance performance and forge strategic partnerships.

As an accelerator for early-stage companies, we empower emerging businesses in sports and gaming technologies.

Additionally, SCCG acts as an early-stage investor, supporting entrepreneurs within these rapidly growing sectors.



Click image to watch
our corporate film



GAMBLING INDUSTRY'S GLOBAL CONNECTOR



Sector accomplishments



Sports betting



iGaming



Sports marketing



Fan engagement



Sports leagues



Affiliate marketing



Sports data

SCCG Management is one of the preeminent names in strategic consultation for the North American sports world.

Committed to sports marketing and sports wagering in North America, SCCG manages sponsorship deals with the Cincinnati Bengals, Las Vegas Golden Knights, Colorado Rockies, Denver Broncos, and the Iowa Cubs. We also have a business development partnership with the Northwoods Baseball League and the American Cornhole League, consult with the Major Arena Soccer League, hold a data distribution and co-development strategic partnership with America Ultimate Disc League, and maintain a partnership with Hendrick Motorsports to leverage data, content, and engagement. Most recently, we have launched the Versus MMA League in Brazil and are supporting the Pillow Fighting Championship with business development and sourcing sponsor strategy.



Teams & Leagues **+10**



Cincinnati Bengals



- SCCG Represented Betfred Sports in a 10-Year \$50M+ Sponsorship and Skin Access Deal establishing Betfred as the Official Sports Betting Sponsor of the Cincinnati Bengals.
- SCCG was engaged in all aspects of the deal, identifying and pricing assets while following NFL league requirements applicable to sports betting, pricing of the gambling skin, and revenue share.
- The Cincinnati Bengals also contracted SCCG to market a second sports betting skin, sponsorship assets, and retail sportsbook opportunities.

American Ultimate Disc League

- SCCG facilitated a \$3M deal Between AUDL and LSports for Data Distribution Deal along with a Co-Development Strategic Partnership.
- SCCG partnered with AUDL to Provide Licensing Approval Services in 3 States: NJ, MA and PA.
- SCCG was contracted to leverage AUDL assets for sports marketing, data, content, and fan engagement deals.



Colorado Rockies



- Represented Betfred Sports in a 5-Year \$5M Marketing and Sponsorship Agreement with the Colorado Rockies

1 of 3 Colorado Sportsbook Operator Partnerships for the Colorado Rockies



Denver Broncos

- Represented Betfred Sports in a 6 year \$9M Marketing and Sponsorship Agreement with the Denver Broncos which included a Betfred Sports Betting Lounge Outside of Empower Field at Mile High Stadium
- 1 of 3 Colorado Sportsbook Operator Partnerships for the Denver Broncos



Hendrick Motorsports



SCCG and Hendrick Motorsports Formed a Multi-Year Strategic Partnership to Drive Fan Engagement, Gamification, Content Creation, and Developing Monetization Streams which include:

- GoldenRace Virtual Racing Gamification Campaign
- MediaTroopers Affiliate Marketing Campaign For 2022 NFL Season
- Support and facilitate a social gaming campaign to increase fan engagement

Iowa Cubs

- SCCG Represented Betfred Sports in a Multi-Year Marketing and Sponsorship Agreement with the Iowa Cubs which included a Betfred Sports Betting Lounge Located in Left Field.



Northwoods Baseball League



SCCG Partnered with the Northwoods Baseball League to Promote its Organized Baseball Organization within the Casino Gaming Industry. Services Included:

- Assisted with Betting Markets

- Facilitated with Data Supplier

- Supported Data Distribution to Licensed Sportsbook Operators

Major Arena Soccer League

- Major Arena Soccer League and SCCG Formed a Strategic Partnership to bring MASL Events to the US Sports Betting Industry.
- Assisted with Data Provider Negotiations
- Helped with the Creation of Sports Betting Markets and Distribution.



American Cornhole League



- SCCG Entered a Business Development Partnership with American Cornhole League to Bring the ACL Events to the US Sports Betting Market
- Led the Process of Finding an Exclusive Sports Betting Sponsor.
- Consulted on Data Collection, Sports Betting Markets and Distribution



Operators in the ecosystem

SCCG is partnered with multiple sportsbook operators including Kindred and Betsson. SCCG also invests and advises on behalf of DFS Platforms, Exchanges, and Skill-Based Operators.



Operators in our network

SCCG works closely with all of the top sportsbook operators in the US, including DraftKings, FanDuel, BetMGM, ESPNBet Caesars, BetRivers, Fanatics, and Bet365.



WAGERING SUPPORT SOLUTIONS



MEDIA COMPANY PARTNERSHIPS

The SCCG network has ties with the top sports media companies to help promote distribution accessibility and engagement



AFFILIATE MARKETING PARTNERSHIPS

SCCG has years of experience in affiliate marketing through various channels and considered experts on the licensing and regulatory front.



BACK OFFICE SOLUTIONS

SCCG boasts best-in-class solutions for all of your back-office needs, from CRM to KYC. Client partners include Symplify, Signature Payments, and AWARE ID,

Eco-System Spotlight



iGaming Platform



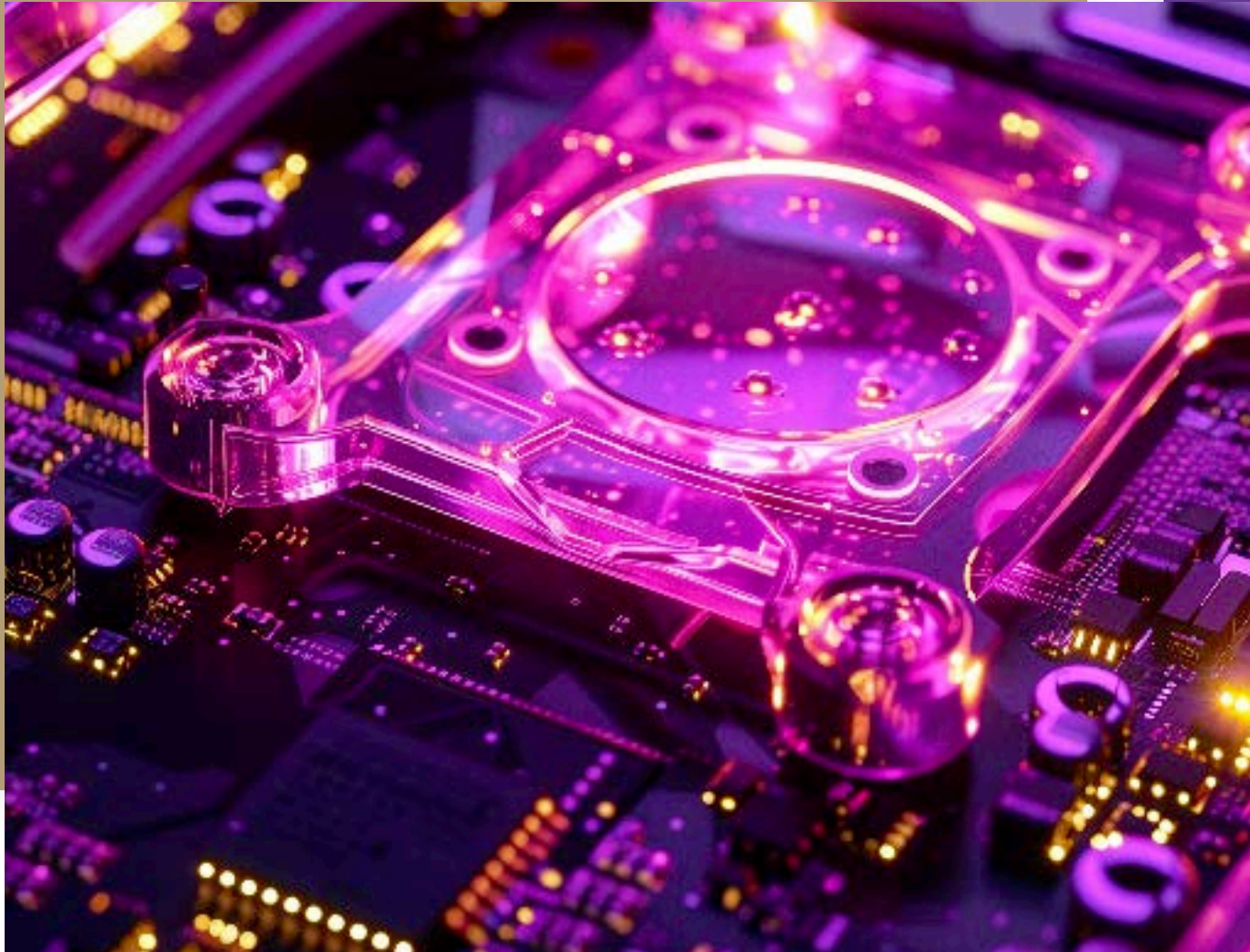
Hardware Solutions



Content and IP

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iGaming Platforms



SCCG iGaming Platform Partners represent the most robust and technically superior platform solutions for iGaming operators worldwide.

Content

We represent the best in class providers of iGaming content and developers available.

- Class II Slot Games
- Innovative HTML5 Games
- Virtual Sports Games
- Live Table Games
- Mobile Gaming
- Electronic Table Games



Hardware Solutions



Our sports wagering hardware and A/V technology partners bring transformational and cutting edge technology to the gaming industry.

- SBTverse Self Service Terminal
- Cisco, ZOOM, Google CFM, Crestron, AMX, Polycom and more!



Sports Wagering Products and Platforms

- SPORTSBOOK
- FANTASY & F2P
- ESPORTS
- SPORTS EXCHANGE



[Click here for Client Partner overview](#)



Sector **Highlights**



Esports solutions



Responsible gaming



Lottery

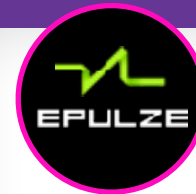
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Esports Solutions



We have been active in Esports since its early days, including:

- Competitive Platforms and Wagering
- B2C Media Publications
- Affiliate Media and Marketing
- Data API Sources



Responsible Gaming



- We're committed to representing the top tier responsible gaming firms for the casino industry

We bring solutions for Research, Training,

- Intervention, Treatment, and Evidence-led Education to prevent gaming and gambling harms.

Lottery

Serving the lottery market within the US, we have partnered with XITE Holdings for its patent pending lottery IP, AZBillions

- Win with Letters
- Win from Anywhere
- Win the Billion Dollar Ball
- Win, Guaranteed



Sector accomplishments



Professional services



Research and
professional development

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management

LEGAL EXPERTISE

Stephen Crystal has consistently spearheaded legislative innovations, both in the US and internationally. SCCG is backed by a vast network of legal experts across the globe. Stephen is the visionary behind the "iGaming Law Group", underscoring his profound dedication to the gaming industry. Moreover, SCCG's pioneering efforts in US skill-based wagering showcase the firm's unrivaled expertise and leadership within the sector.



Founded by Stephen A. Crystal, ILG works with some of the largest companies inside and outside the United States to support SCCG clients' interests. These include some of the largest and most well-known tribal and commercial entities in the world. We maintain a constant awareness of the iGaming, online, mobile, and land-based sports wagering regulatory landscape as we are actively engaged in every jurisdiction in the US.

RAISING CAPITAL

SCCG stands committed to bolstering capital raising aspirations by tapping into our extensive network of investors and sourcing strategic sponsors. Additionally, the SCCG Venture Fund and Stephen Crystal independently present avenues for potential direct investment, further reinforcing our dedication to fueling growth.

SCCG I VENTURE FUND

An alternative investment fund seeking short- to medium-term capital growth through investments in gaming markets.

The SCCG Venture Fund focuses on investing in innovative products platforms and solutions within iGaming and Sports Betting to drive growth and capitalize on emerging trends in the gaming industry

Professional Services

While our commitment to world class products and technologies to gaming operations is comprehensive, SCCG Management also provides key professional services for the global gaming industry.



ILG (iGaming Law Group) provides clients with a network of top tier igaming law professionals, to help navigate the expansion of US and global gaming.



Boston Link are recruitment experts dedicated to matching the best talent with outstanding career opportunities



SCCG Venture Fund I is an alternative investment fund that focuses on increasing value and distributing profit through investing in gaming opportunities



SCCG Financial seeks to build an end-to-end solution for non-US betting syndicates which would allow them to enjoy the growing US liquidity pools.



SCCG Gaming Policy Group brings together top leaders and experts in the casino gaming industry to discuss the latest trends and developments in casino operations, marketing and gaming ethics.



SCCG Research is a group comprised of gaming industry experts inside and outside SCCG Management, conducting independent, topical research on the casino gaming industry.



20 in their 20's is an annual industry recognition program sponsored by SCCG Management, and open to gaming industry professionals in their twenties.



Client Partners

- iGaming platforms, content and IP
- Esports solutions
- Lottery
- Responsible gaming
- Sports wagering
- Sports leagues
- Sports marketing and fan engagement
- Hardware solutions
- Sports data and streaming technologies
- Igaming and affiliate marketing support
- Professional services

Global gaming industry leaders in entertainment, service, technology and innovation



iGaming Plataforms, Content and IP

- BGAMING** B Gaming
iGaming slot content
- BF** Bee Fee LTA
Gaming plataform solutions
- BF** BF Games
Gaming studio and content
- BOOMING GAMES** Booming Games
Innovative HTML5 iGaming
- elbet** Elbet
Class II slots
- FILS GAME** Fils Game
Gaming solutions and development
- 21STUD** 21Stud
Virtual No-Hit Blackjack
- PRO** Greentube Pro / Bluebat
Social iGaming casino platform and studio
- WU** Winfellas
Multiplayer gaming technology
- KAJOT GAMES** Kajot Games
iGaming Slot Content
- SLOT ZOMBIE** Slot Zombies
Crowdsourced casino reviews, advertising and rewards
- mondogaming** Mondogaming
Sportsbook and iGaming software solution

- HTV** Hollywood TV
The ultimate live game provider for your business
- JG** Jogo Global
Online mobile gaming platform
- JUNTO CREATIONS** Junto Creations
Game design studio
- PDXSLOTS** PDX Slots
Regulated iGaming RGS
- Spadegaming** Spade Gaming
Asia's top online slot game
- spinmatic** Spinmatic
Multi-plataform software solutions for bookmakers and casinos
- VEGAS AMUSEMENT** Vegas Amusement
Electronic Table Games Platform
- WWTG** World Wide Table Games
Online and Live Table Games
- LAND VEGAS** Land Vegas
iGaming Metaverse Plataform
- PANDA BET** PandaBet
Casino Game Content
- Lady Luck HQ** Lady Luck HQ
Leading Slots Influencer
- BAUM Games** Baum Games
Advanced multigame and management systems

iGaming and Affiliate Marketing Support

- AWARE** Aware Inc
Enrollment, authentication, identifications, Secure Transactions
- PREFERRED PAYMENTS** Preferred Payments
Payment processing soution
- IDnow.** IDnow
Identity verification Services
- KINECTIFY** Kinectify
Know your customer (KYC) and risk management tools
- INNOVUM TECHNOLOGIES** Innovum Technologies
Regulatory compliance, licensing
- Jooba** Jooba
iGaming jackpots
- MEDIA TROOPERS** Mediatroopers
iGaming / Mobile affiliate
- eWORDofMOUTH** eWORDofMOUTH
Cardless loyalty, referral and rewards system for casinos
- Plan A** Plan A Technologies
Software and lead digital transformation
- FANDIFI™** Fandifi
Fan engagement technology
- Promote It** Promote It
Casino management solutions
- WLC** WLC
Web Dev for iGaming

- MIRACL®** Miracl
Frictionless secure authentication
- NETACEA** Netacea
Bot detection and management
- SHANK MARKETING** Shank Marketing
Digital marketing solutions
- signature PAYMENTS** Signature Payments
Payment processor
- Stack digital** Stack Digital
SEO / PPC agency for iGaming
- SYMPPLY** Symplify
AI and Machine learning powered CRM
- WYNATA** Wynta
Affiliate marketing solutions
- ZIQNI** Ziqni
Gamification solutions for the gaming industry
- CaptainUp** Captain Up
Cloud-based engagement and retention plataform
- SEAMLESSCHEX** Seamless Chex
iGaming payment solutions
- CONNECTIKA** Connectika
Payment solutions for Brazil
- MULTILOT** MultiLot
Cloud-Based Managed Solutions

Esports Solutions

- GGRECON** GG Recon
Esports publisher
- ODDIN.GG** Oddin.GG
Live Esports data API
- Greydot** Greydot
Esports affiliate media
- J2M** J2M
Gaming, Esports consulting













- Picklebet** Picklebet
Online Esports betting platform
- PLAYERS BEST** Player's Best
Esports affiliate
- W** Wayyu Games
WEB3 Blockchain gaming
- Gamer Wager** Gamer Wager
Peer to peer Esport betting

Sports Marketing / Fan Engagement

- BHG** BACKAL HOSPITALITY GROUP
Backal Hospitality Group
Hotel, restaurant, and venue management
- BetDecider** Bet Decider
Sports betting website
- yepp** Yepp
Sports fan engagement solutions
- FANGAGE** Efangage
Venue based customer

- RSM** RIVIERA SPORTS MARKETING
Riviera Sports Marketing
Sports marketing agency
- SCORE NO SCORE** Score No Score
Micro betting platform
- Sports Crew** Sports Crew
Venue-driven event marketing

Sports Wagering

	BetFred USA Sports Sports betting management and platform
	BetSwap Sports wager secondary
	Bettorlogic Data driven sports marketing
	Betsson Group Full service gaming and iGaming
	BettorFantasy Fantasy sports platform
	Incentive Games Rewards and recruit your players
	Sparket Customizable pool-wagering
	Bounty Sports Daily fantasy sports platform
	Clique Picks Social sports betting platform
	Grin Gaming Hundreds of contests a day on your favorite sports
	Zed Run Skill based virtual horse racing platform
	FlexFantasy Fantasy Sports Platform

	Inside the Pocket Competitive sporting games
	SnapOdds Shazan for sports betting
	Metric Gaming Cloud based sportsbook platform
	Losers League Where the Losers always win
	Isi Race and Sports Reward and recruit your players
	GoldenRace Virtual sports betting software and technology
	Low6 Sports gamification
	Wager Wire Marketplace for sports bet
	Tour Trader Pro Sports exchange platform
	Scrimmage Rewards program for sports bettors
	SSTrader Football prediction tools

Sports Data and Streaming Technology





















	ATHSTAT Sports data analysis
	Rolling Insights Sports data feed provider
	Data Sports Group Sports data tools for media
	Deuce of Diamonds Data analytics
	Odditt Odds pricing and analytics
	SportsSeam Visual data transformation
	Play Caller Sports Micro-Betting odds & platform
	Ronin Sports TV guides for live sports
	Odds AI AI Powered Odds

Sports Leagues

	7 Ball Run Patented live cue Sport		Pillow Fight Championship Professional Pillow Fighting League
	American Cornhole League Cornhole sports at all levels of play		Racing America Auto racing media platform
	AUDL American Ultimate Disc League		MASL Major arena soccer league
	Cincinnati Bengals NFL Team		Hendrick Motor Sports Pro auto racing

	Northwoods League Collegiate summer baseball
	Versus F.C. Fan driven MMA
	Race Team Alliance Alliance of professional race teams

Professional Services

	Boston Link iGaming, financial services and tech industry recruitment		Abadala Advogados Brazil-based law firm
	Marriott Corporation San Juan, PR		SCCG Compliance AML, KYC, Fraud Prevention
	Chowchilla Tribe California		SCCG Financial Syndicate betting
	Chumash Casino Resort Santa Ynez, CA		SCCG Gaming Policy Group Gaming industry roundtable series
	Eastern Shawnee Tribe Oklahoma		SCCG Managed Services Professional services
	Mohegan Sun Uncasville, CT		SCCG Recruiting Global gaming talent recruitment
	iGaming Law Group - ILG iGaming Law Group		SCCG Research Gaming industry research
	Quinault Beach Resort Washington State		SCCG Media Marketing, advertising and PR content
	Quinault Indian Nation Washington		SCCG Top 20 in their 20's Gaming achievement award
	NEXT.io iGaming Media and Events		SCCG Venture Fund I Investment

Lotte

	Xite Holdings LTD / AZ Alphabet lottery products and platforms
	WhiteLotto Lottery Software Solutions

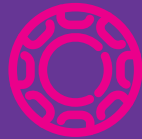
Responsible Gaming

	Better Change Responsible gaming services
	Kinectify Advisory Responsible gaming

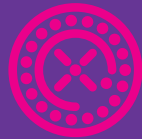
Hardware Solution

	Nevatronix Sports wagering hardware solutions
	Topaz Technology Group Signage and display technology

Our **TEAM**



Global Operations



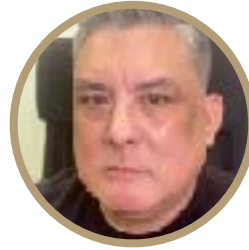
Global Business Development



Regional Business Development



STEPHEN A. CRYSTAL
FOUNDER & CEO



Kelly Segovia
CTO



Dave Antony
CFO



George Vonapartis
Head of Sales



Mark Stebbings
Chairman of Advisory
Board



Peter Kula
VP Global Strategy



Nick Giangreco
VP Marketing & Sales



STEPHEN A. CRYSTAL
FOUNDER & CEO



David Hanlon
Global Gaming and
General Partner,
SCCG Venture Fund I



Randall Sayre
Gaming Operations
and Compliance



Pierre Cadena
Strategic Business
Development M&A



Michael Silberling
Gaming Operations



Lou D'Amico
Retail and Online Sports
Wagering and Media



Bruce Bundrant
Sports Marketing



Rich Rose
Sports and
Entertainment



STEPHEN A. CRYSTAL
FOUNDER & CEO



Joseph Valandra
US Tribal Gaming
and Technology



LuNewton Fleury Filho
Director, Brazil



Rosa Ochoa
Director, Mexico
and LATAM



Kisset Chirengende
Director, Africa



Pariekshit Maadishetty
Director, India



Tony Naughton
Sports Wagering
& iGaming



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Social Media



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Ciudad de México, Mexico

Gzira

Malta
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GZR 1401

Kampala

Uganda
Tirupati Mazima Mall
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Ggaba-Kabalagala,
Kampala Uganda

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