

# SCCG MANAGEMENT



# INTRODUCTIONS



**SCCG MANAGEMENT CELEBRATED 2022 AS ITS 30TH ANNIVERSARY OF LEADERSHIP AND INNOVATION FOR THE GAMING INDUSTRY WORLDWIDE**

# ABOUT SCCG

SCCG Management is a leading advisory firm specializing in game development studios, sports leagues, sports analytical data, esports, and influencer partnerships. With a focus on sports betting, iGaming, sports marketing, and affiliate marketing, we offer solutions for success in the U.S. and globally.

With over 30 years in the gaming and sports sectors, SCCG has expanded to esports and influencer marketing, connecting clients with strategic partners across Europe, Africa, Asia, South America, and Latin America.

Our commitment to innovation shines through our work with game developers and sports leagues, where we offer guidance and insights to enhance performance and fan engagement. As an accelerator for early-stage companies, we also empower emerging businesses in esports, athletes, and influencers. Additionally, SCCG acts as an early-stage investor, supporting entrepreneurs within these rapidly growing sectors.



**GAME STUDIOS**



**SPORTS LEAGUES**



**ESPORTS**



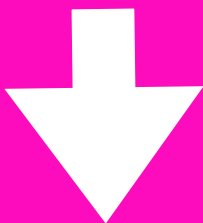
**SPORTS DATA / ANALYTICS**



**INFLUENCERS**

 **100**  
Client Partners

Click Image Below  
To Watch Our  
Corporate Film



**GAMBLING INDUSTRY'S GLOBAL CONNECTOR**

An aerial photograph of a historic city, likely Valletta in Malta, taken at dusk. The city is built on a hillside overlooking a harbor. The buildings are densely packed and feature traditional Mediterranean architecture, including domes and arched windows. The harbor is filled with boats, and the city lights are beginning to glow, reflecting on the water. The word "ABOUT US" is overlaid in large, white, semi-transparent capital letters across the center of the image.

# ABOUT US



**SCMG**  
MANAGEMENT

**SECTOR  
ACCOMPLISHMENTS**

**SPORTS BETTING  
SPORTS LEAGUES  
SPORTS MARKETING  
FAN ENGAGEMENT  
SPORTS DATA  
IGAMING  
AFFILIATE MARKETING**

# OUR SPECIAL FOCUS

SCCG Management is one of the pre-eminent names in strategic consultation to the North American sports world. Committed to Sports 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; has a business development partnership with the Northwoods Baseball League and the American Cornhole League; consults with Major Arena Soccer League; a data distribution and co-development strategic partnership with America Ultimate Disc League and a partnership with Hendrick Motorsports to leverage data, content and engagement.



 **10**  
**Teams & Leagues**





# 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 now engage SCCG to market a second sports betting skin, sponsorship assets, and retail sportsbook opportunities.



# SCCG: A STRATEGIC PARTNER FOR SPORTS TEAMS AND LEAGUES

SCCG Management is one of the pre-eminent names in strategic consultation to the North American sports world. Committed to Sports 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; has a business development partnership with the Northwoods Baseball League and the American Cornhole League; consults with Major Arena Soccer League; a data distribution and co-development strategic partnership with America Ultimate Disc League and a partnership with Hendrick Motorsports to leverage data, content and engagement.



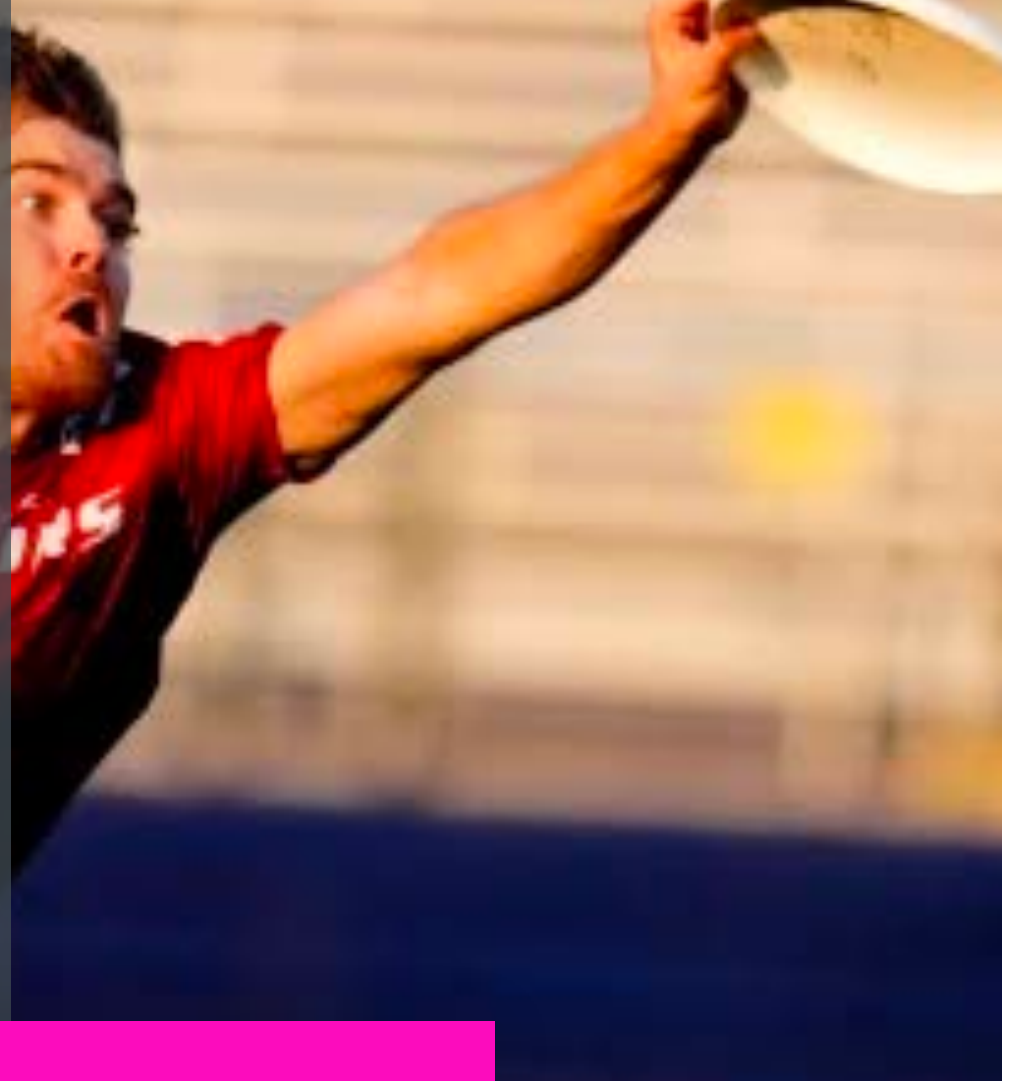
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Teams & Leagues



# American Ultimate Disc League

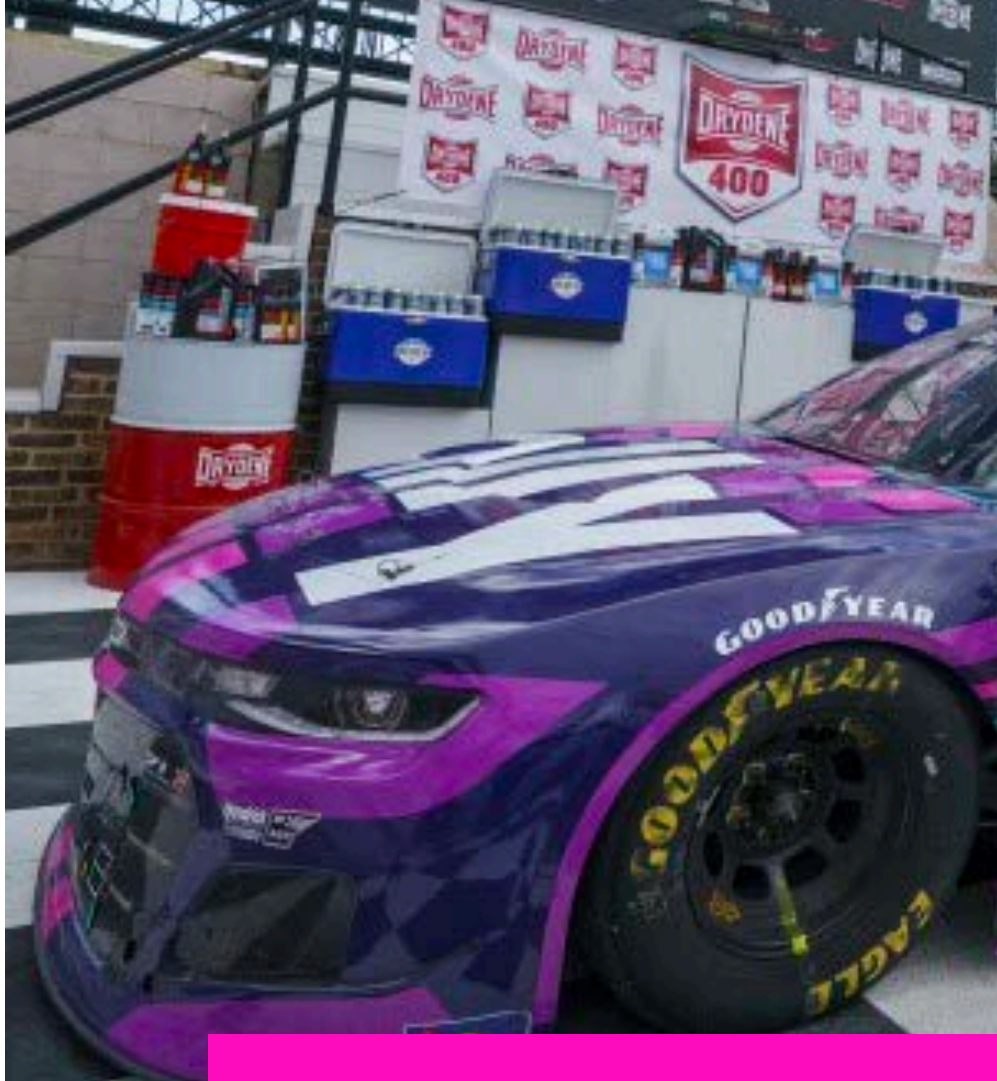
- SCCG facilitated a \$3M deal Between AUDL and LSports for Data Distribution Deal along with a Co-Development Strategic Partnership.
- SCCG partnered with AUDL to Provide Licensing Approval Services in 3 States: NJ, MA and PA.
- SCCG to leverage AUDL assets for sports marketing, data, content and fan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





# 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



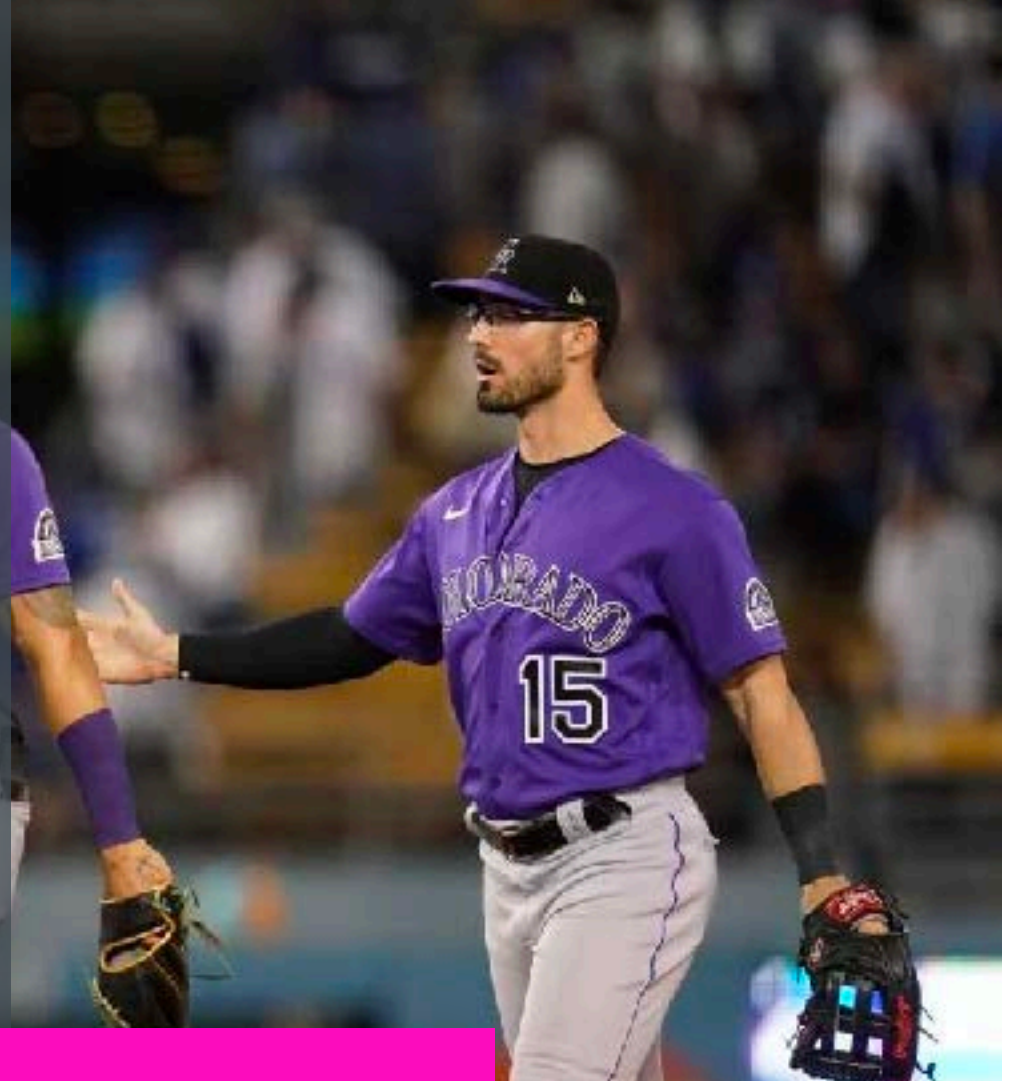
# Hendrick Motorsports

SCCG and Hendrick Motorsports Formed a Multi-Year Strategic Partnership to Leverage Data, Fan Base Engagement, Gamification, Content and Creating New Monetization Streams Including:

- GoldenRace Virtual Racing Gamification Campaign
- MediaTroopers Affiliate Marketing Campaign For 2022 NFL Season
- Greentube Pro / Novomatic Social Casino iGaming Campaign

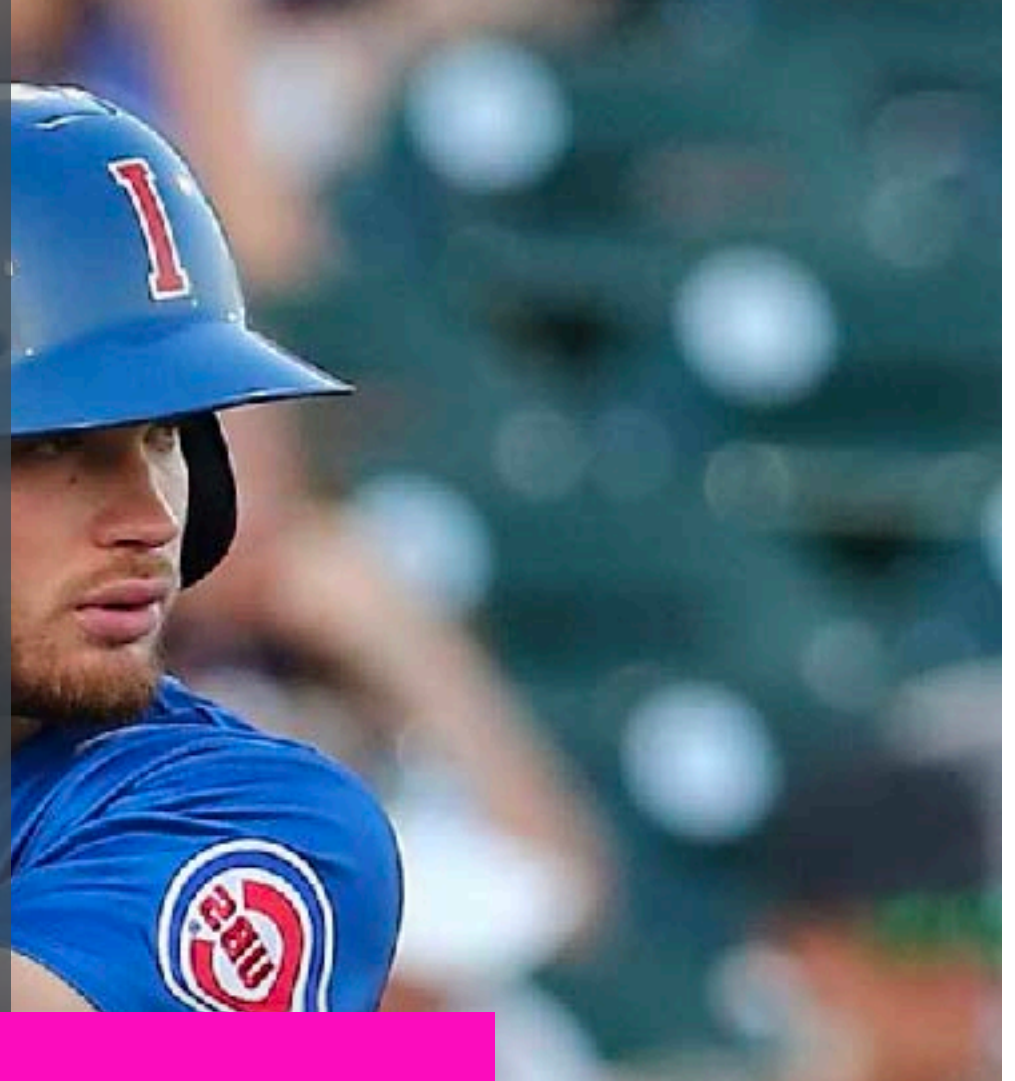
# Colorado Rockies

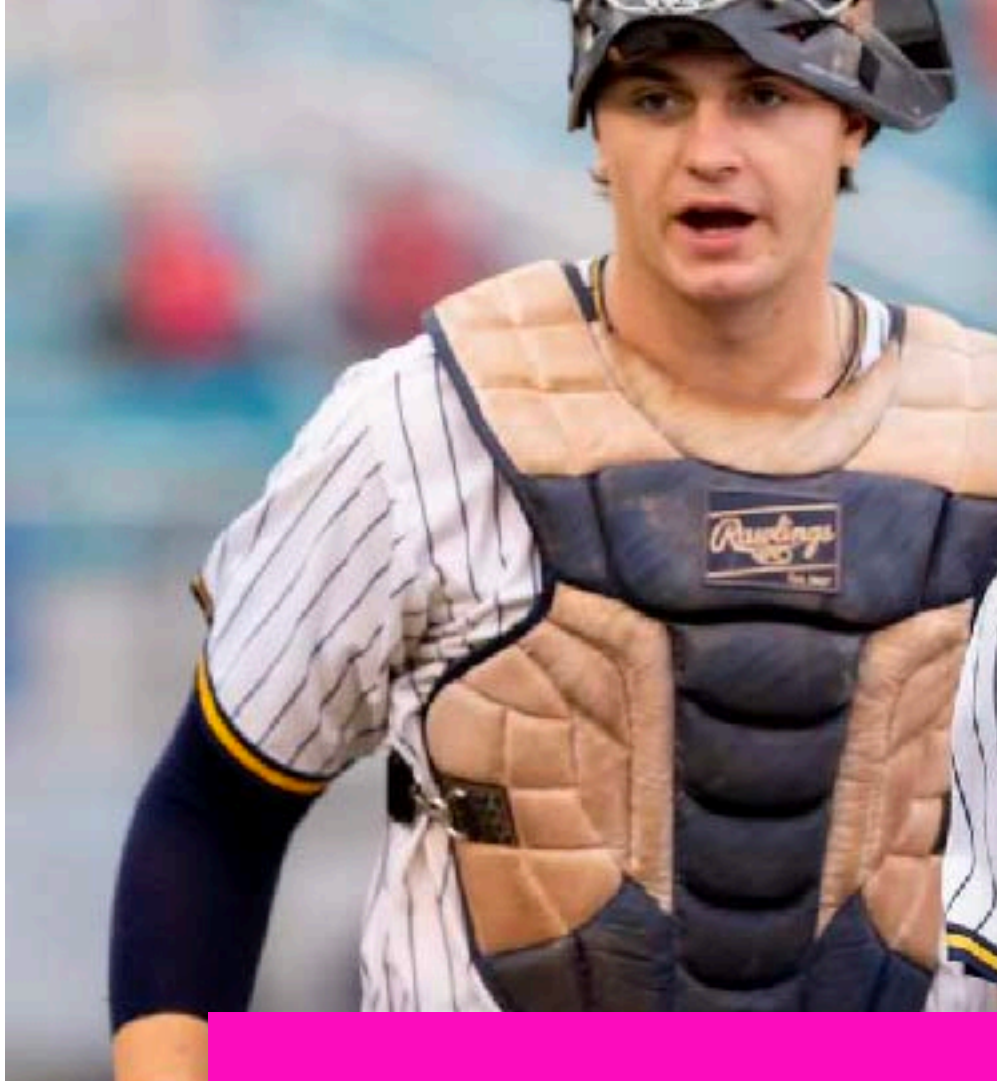
- Represented Betfred Sports in a 5-Year \$5M Marketing and Sponsorship Agreement with the Colorado Rockies
- 1 of 3 Colorado Sportsbook Operator Partnerships for the Colorado Rockies



# 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
- Coordinated 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



# SPORTSBOOK OPERATORS



## OPERATORS IN THE ECOSYSTEM

SCCG is partnered with multiple sportsbook operators including Betfred, Kindred and Betsson. Betfred was incubated out of the SCCG HQ and Stephen Crystal is the Head of North America Development for Betfred.



## OPERATORS IN OUR NETWORK

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





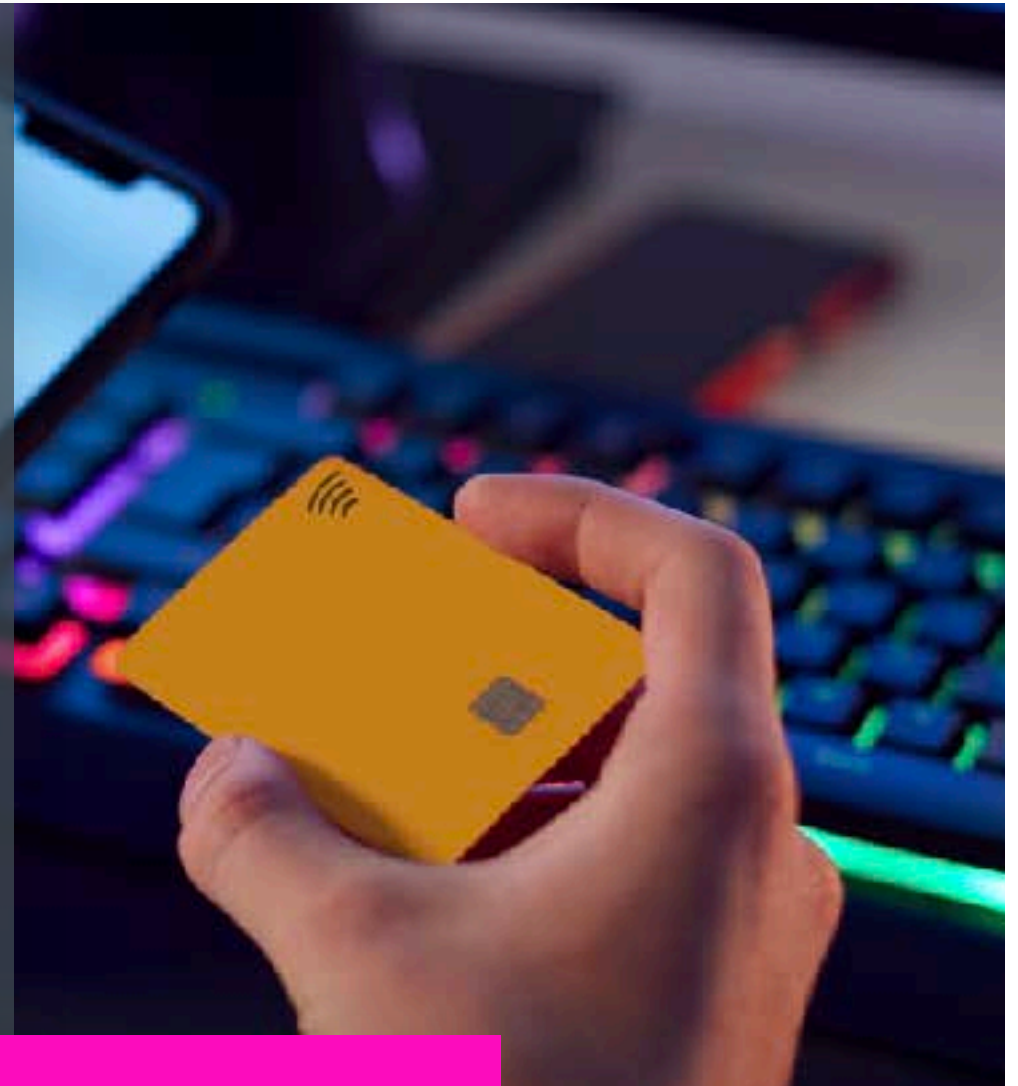
**SCCG**  
MANAGEMENT

**IGAMING PLATFORMS  
CONTENT AND IP  
HARDWARE SOLUTIONS**

**SECTOR  
ACCOMPLISHMENTS**

# 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 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](#)

**BETFRED**  
SPORTSBOOK



An aerial photograph of Mexico City, showing a dense urban landscape with various buildings and a prominent skyscraper with a spire. The SCGG logo is overlaid on the left side of the image.

**SCGG**  
MANAGEMENT

**ESPORTS SOLUTIONS**  
**LOTTERY**  
**RESPONSIBLE GAMING**

**SECTOR**  
**ACCOMPLISHMENTS**



# ESPORTS

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





# 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



# 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.





**SCCG**  
MANAGEMENT

**SECTOR  
ACCOMPLISHMENTS**



**PROFESSIONAL  
SERVICES  
RESEARCH AND  
PROFESSIONAL  
DEVELOPMENT**

# 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** provides clients with a network of top tier igaming law professionals, to help navigate the expansion of US and global gaming.
- **SCCG Venture Fund I** is an alternative investment fund that focuses on increasing value and distributing profit through investing in gaming opportunities
- **Boston Link** are recruitment experts dedicated to matching the best talent with outstanding career 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.



**SCCG**  
MANAGEMENT



**ILG**  
iGaming Law Group



**SCCG I**  
VENTURE FUND I



**SCCG**  
FINANCIAL





# SOCCG MANAGEMENT

## 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



# SCCG MANAGEMENT

- GLOBAL OPERATIONS
- GLOBAL BUSINESS DEVELOPMENT
- REGIONAL BUSINESS DEVELOPMENT

**OUR TEAM**



# GLOBAL OPERATIONS



**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

# GLOBAL BUSINESS DEVELOPMENT



**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

# REGIONAL BUSINESS DEVELOPMENT



**STEPHEN A. CRYSTAL**  
FOUNDER & CEO



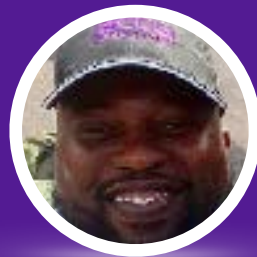
**Joseph Valandra**  
US Tribal Gaming and Technology



**LuNewton Fleury Filho**  
Director, Brazil



**Rosa Ochoa**  
Director, Mexico and LATAM



**Kisset Chirengende**  
Director, Africa



**Pariekshit Maadishetty**  
Director, India



**Tony Naughton**  
Sports Wagering & iGaming

# SCCG MANAGEMENT



**STEPHEN A. CRYSTAL**  
FOUNDER & CEO

## Get In Touch

### STEPHEN A. CRYSTAL

Founder and CEO  
SCCG Management

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 **EMAIL**

[stephen.crystal@sccgmanagement.com](mailto:stephen.crystal@sccgmanagement.com)

 **SOCIAL MEDIA**

<https://linkedin.com/company/sccg-management>

# SCCG MANAGEMENT



LAS VEGAS | ATHENS | BANGKOK | CALGARY  
FLORIANAPOLIS | GZIRA | HYDERABAD | KAMPALA | LONDON  
MANCHESTER | MEXICO CITY | SYDNEY

## LAS VEGAS

UNITED STATES  
105 E. Reno Avenue  
Suite 8  
Las Vegas, NV 89119

## FLORIANAPOLIS

BRAZIL  
R. Felipe Schmidt, 835 -  
Centro, Florianópolis - SC,  
88010-001

## GZIRA

MALTA  
Fawwara Building,  
Triq I-Insida II-Gzira,  
GZR 1401

## SYDNEY

AUSTRALIA  
557/243 Pyrmont Street,  
Pyrmont Sydney, NSW 2009

## CALGARY

CANADA  
Suite 310  
1010 8th Avenue SW, Calgary,  
ABT2P1J2

## LONDON

UK  
Lion House,  
3 Plough Yard,  
London, EC2A 3LP

## KAMPALA

UGANDA  
Plot 1, Pilkington Rd.,  
Workers' House, 6th Floor  
Southern Wing, Kampala

## BANGKOK

THAILAND  
S-Metro Building  
Lvl 20, 725 Sukhumvit Rd  
Bangkok, Thailand 10110

## MEXICO CITY

MEXICO  
Avenida Coysacán 1617- 284  
Colonia Del Valle, 03100  
Ciudad de Mexico, MEXICO

## MANCHESTER

UK  
Jactin House,  
24 Hood Street,  
Ancoats, Manchester, M4 6WX

## HYDERABAD

INDIA  
Plot No.18, Level II & III,  
GVR Pride, Road No.12,  
Banjara Hills, Hyderabad,  
Telangana - 500034

## ATHENS

GREECE  
12 Gravas Street  
Markopoulo, Attica  
Greece, GR19003



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

An aerial photograph of a city at sunset, featuring a large, multi-story building on the left and a winding canal in the center. The sky is filled with dramatic, colorful clouds. Overlaid on the image is a large, stylized logo for 'SCCG MANAGEMENT'. The letters 'S', 'C', 'C', and 'G' are large and circular, each containing a different view of the city. The word 'MANAGEMENT' is written in a smaller, white, sans-serif font below the 'C's and 'G'.

# SCCG MANAGEMENT

[SCCGMANAGEMENT.COM](http://SCCGMANAGEMENT.COM)