

Welcome to

# SCCG

management

The Gambling Industry's  
Global Connector

[sccgmanagement.com](http://sccgmanagement.com)





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



# About Us

With over 30 years in the gaming and sports sectors, SCCG has expanded to media/content partnerships digital gaming across real money and social, **connecting clients with strategic partners at a global scale.**

- SCCG Management is a leading advisory firm specializing in gaming operations, management, and business development.
- With over 30 years of experience, we offer turnkey solutions for casino operations, iGaming, compliant gaming technologies, and sportsbook managed trading services.
- Our global presence and network facilitate connections between clients and strategic partners, driving innovation and expansion.
- We focus on gaming operations and technology across tribal and commercial operators. Providing tailored guidance for enhanced gaming experiences through our technology and partners. We foster relationships and empower our partners in rapidly evolving sectors across gaming.

Sports Betting Technology



Managed Services



iGaming



Tribal Gaming



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,**

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



# SCCG SPECIALTIES



Click image to watch  
our corporate film



**GAMBLING INDUSTRY'S GLOBAL CONNECTOR**



# Sector accomplishments



Sports betting



iGaming



Sports marketing



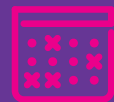
Fan engagement



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.



**+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 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



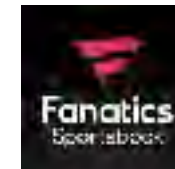
## Operators in the ecosystem

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



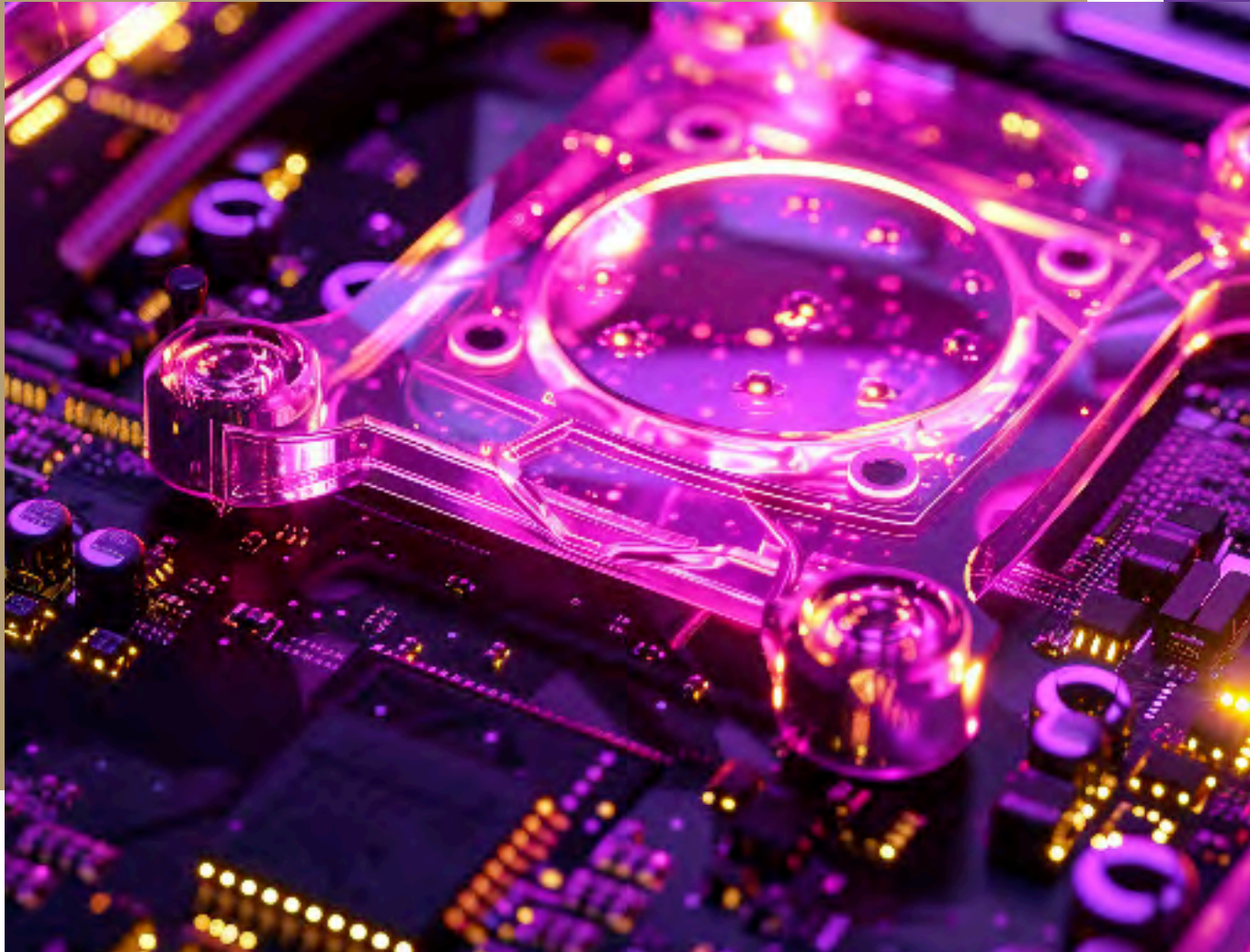
Hardware Solutions



Content and IP

**SCCG**  
management

# 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](#)

# TRIBAL GAMING

BRICK & MORTAR

POWERED  
BY



SCCG

IGAMING

BEST-IN-CLASS SOLUTIONS FOR

SOCIAL GAMING

SPORTSBOOK

LOYALTY

CRM

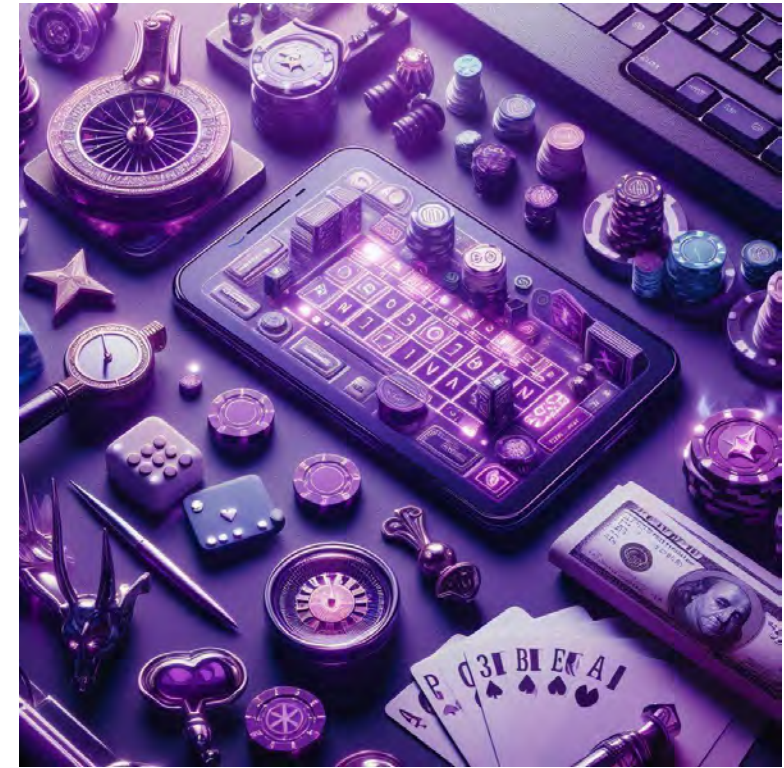
RESPONSIBLE  
GAMING

ESPORTS

SCCG Management stands at the forefront of empowering tribal gaming operations throughout North America.

Our bespoke turnkey solutions are crafted to support both traditional Brick & Mortar gaming operations and their complementary online gaming initiatives. Our extensive network, encompassing over 100 client partners, equips us to deliver top-tier platforms and high-tech solutions that propel tribal gaming efforts forward.

Our methodology is designed to streamline operations, boost player engagement, and accelerate revenue expansion, solidifying our position as an essential partner for tribal entities in their gaming endeavors.



## Risk Management Platform:

We specialize in refining and advancing current gaming initiatives with the latest technological innovations for peak efficiency. Here's how we elevate Tribal Casino existing operations:

•**Deep Dive Analysis:**

- Comprehensive evaluation of current initiatives to unlock potential with modern technology.

•**Data-Driven Casino Management:**

- Implement advanced Slot & Table Management Systems and data solutions that provide actionable insights, enhancing foot traffic and player engagement.

•**Robust Loyalty Programs:**

- Full-service loyalty solutions that gather crucial information on player habits and preferences, fostering retention and encouraging repeat visits.

•**Esports Campaign Integration:**

- Curated esports campaigns designed to captivate a wider, more diverse audience, expanding your customer base and increasing engagement.

•**Responsible Gaming Compliance:**

- Our revolutionary Responsible Gaming Solutions ensure ethical practices are at the forefront, maintaining compliance and building customer trust.

•**iGaming Operation Optimization:**

- Collaboration with leading payment providers and KYC solutions for streamlined, secure transactions.
- Creation of bespoke, branded slot content to enhance the uniqueness of your casino's digital presence.



# Sector **Highlights**



Esports solutions



Responsible gaming



Lottery

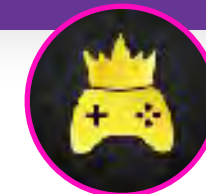
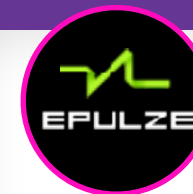
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# Esports Solutions



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





# 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.



### SCCG Managed Services

SCCG Managed Services offers a holistic suite tailored to the dynamic needs of the gaming and betting industry, particularly emphasizing tribal operators and sportsbook operators.



### SCCG Venture Fund I

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



### SCCG Weekly Newsletter

Stay informed with our newsletter, featuring 10 expertly curated articles from gaming professionals worldwide. Join over 40k industry experts who rely on our insights, driving an average of 60k monthly clicks.



### 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 and Sport Wagering Solutions

 IDnow Identity verification solutions	 Mkodo Marketing optimization solutions
 Kinectify Responsible gaming solutions	 Netacea Bot detection and management
 eWORLDofMOUTH Customer loyalty, referral and rewards system for casinos	 Shank Marketing digital marketing solutions
 Innovum Technologies Regulatory compliance	 Shank Marketing Digital marketing solutions
 Media Troopers Marketing campaigns planning / Mobile effects	 Signature Payments Payment solutions
 Plan A Technologies Software and lead digital transformation	 Captain Up L1000-based engagement and retention platform
 Aware Inc Blockchain, multi-currency, asset management, KYC solutions	 Ziqni Social media and game for the gaming industry
 Fundifi Fan engagement technology	 Stack Digital SaaS / PaaS agency wrapping
 Proctera IT Casino management solutions	 Wynia AR/VR marketing solutions
 WLC Web content learning	 Connectika Payment solutions for iGaming
 Verano.ai Regulatory compliance solutions	 Commi00 Marketing support and engagement
 #numb3rs Payment processing solutions	 MultiLot Cloud-based managed solutions
 i3 Integrity Regulatory compliance services	 Gridlogic iGaming technology solutions
 GoldenWhale AI-powered data solutions for gaming	 AmplePool Multi-label display reward platform

## Sports Marketing / Fan Engagement

 BHG Bakal Hospitality Group Hotel, restaurant and venue marketing	 Riviera Sports Marketing Sports marketing agency
 BetDecider Sports betting website	 Score No Score Micro-betting platform
 Yopp Sports fan engagement solutions	 Sports Crew Venue-driven event marketing
 FanGage Venue-based customer engagement	 USA Sports Media Sports & Gambling Media Product

## Sports Wagering

 BetFred USA Sports Sports betting analytics	 Metric Gaming Cloud-based sportsbook platform
 BetSwap Sports wager secondary market	 Inside the Pocket Competitive sporting games
 BetterLogic Data-driven sports marketing	 SnapOdds Special for sports betting
 Ratison Group Full-service gaming and iGaming	 Laser League Where the Odds Always Win
 Dettor Fantasy Fantasy sports platform	 ISI Race and Sports Reward and recruit your players
 Incentive Games Free-to-play games provider	 Golden Race Virtual sports betting software and technology
 Sparist Customizable front-end of sportsbook	 LowB Sports qualification
 Bounty Sports Daily fantasy sports platform	 Wager Wire Marketplace for sports bets
 Clique Pickz Social sports betting platform	 Tour Trader Pro Sports exchange platform
 Grin Gaming Micro-betting solutions	 Scrimmage Residual program for sports betting
 Zed Run Skill-based virtual horse racing platform	 India National Tote Platform Platform for online & offline horse markets
 FkuFantasy Fantasy Sports Platform	 55Trader Football prediction tool

## Sports Data and Streaming Technology

 ATHSTAT Sports data analysis	 SportsSeam Virtualized infrastructure
 Rolling Insights Sports data feed provider	 Play Caller Sports Micro-betting analytics platform
 Data Sports Group Sports data feeds for mobile	 Renin Sports TV guides for live sports
 Duce of Diamonds Data analytics	 Odds AI Social odds provider
 Oddsit Odds pricing and analytics	 Groundlevel Insights Data-driven and actionable intelligence software
 GSBN Global Sports Betting Hub	




## I Gaming Platforms, Content, and IP

 <b>B GAMING</b>	B Gaming iGaming slot content	 <b>Hollywood TV</b>	Hollywood TV Live game provider
 <b>Bee Fae LTD</b>	Bee Fae LTD iGaming platform solutions	 <b>Jogo Global</b>	Jogo Global iGaming content
 <b>BF Games</b>	BF Games iGaming studio and partner	 <b>Junto Creations</b>	Junto Creations iGaming design studio
 <b>BOOMING GAMES</b>	Booming Games iGaming IP and content	 <b>PDX Slots</b>	PDX Slots iGaming slot content provider
 <b>ebet</b>	ebet iGaming platform	 <b>Spinomatic</b>	Spinomatic iGaming software solutions for operators and casinos
 <b>FLS iGAME</b>	FLS iGAME iGaming solutions and development	 <b>VEGAS</b>	VEGAS iGaming software solutions
 <b>215stud</b>	215stud iGaming content provider	 <b>WWTG</b>	WWTG iGaming software solutions
 <b>GreenTube Pro / Bluebat</b>	GreenTube Pro / Bluebat iGaming content provider	 <b>LAHC VEGAS</b>	LAHC VEGAS iGaming software solutions
 <b>Wintalos</b>	Wintalos iGaming technology	 <b>PandaBet</b>	PandaBet iGaming software solutions
 <b>Kajot iGAMES</b>	Kajot Games iGaming slot content	 <b>LadyLux/MHC / Francine's Future</b>	LadyLux/MHC / Francine's Future iGaming slot content
 <b>SIOT JUNGLE</b>	SIOT Jungle iGaming software solutions	 <b>Dawn Games</b>	Dawn Games iGaming software solutions
 <b>Mendogaming</b>	Mendogaming iGaming software solutions	 <b>BEATM</b>	BEATM iGaming software solutions
 <b>Parcoamm Inc.</b>	Parcoamm Inc. iGaming software solutions	 <b>iG PLAYSPACE</b>	iG PLAYSPACE iGaming software solutions
 <b>ALGOPAN</b>	ALGOPAN iGaming software solutions	 <b>Doodle</b>	Doodle iGaming software solutions
 <b>Softlabs</b>	Softlabs iGaming software solutions	 <b>BETCORE</b>	BETCORE iGaming software solutions

## Esports Solutions

 <b>GG Beton</b>	GG Beton Esports solution	 <b>Ficklebat</b>	Ficklebat Esports solution
 <b>Odds.gg</b>	Odds.gg iGaming software solutions	 <b>Player's Best</b>	Player's Best Esports solution
 <b>Syndet</b>	Syndet Esports solution	 <b>Wageru Games</b>	Wageru Games Esports solution
 <b>J2M</b>	J2M Esports solution	 <b>Game Wager</b>	Game Wager Esports solution

## Lottery

 <b>Xite Holdings LTD / B2</b>	Xite Holdings LTD / B2 iGaming software solutions	 <b>bcclc</b>	British Columbia Lottery Corporation Lottery, sports betting, and gaming operator
 <b>White_Bingo</b>	White_Bingo iGaming software solutions		

## Sports Management

 <b>Ball Run</b>	Ball Run iGaming software solutions	 <b>7 Ball Run</b>	7 Ball Run iGaming software solutions
 <b>FCL</b>	FCL iGaming software solutions	 <b>American Ultimate Disc League</b>	American Ultimate Disc League Professional ultimate frisbee league
 <b>AUDL</b>	AUDL iGaming software solutions	 <b>Circus II Bengals</b>	Circus II Bengals iGaming software solutions
 <b>PFC</b>	PFC iGaming software solutions	 <b>Pillow Fight Championship</b>	Pillow Fight Championship Professional pillow fighting league
 <b>RACING</b>	RACING iGaming software solutions	 <b>Racing America</b>	Racing America iGaming software solutions
 <b>MASL</b>	MASL iGaming software solutions	 <b>Major League Soccer</b>	Major League Soccer Professional soccer league
 <b>Handicap</b>	Handicap iGaming software solutions	 <b>Handicap Major Sports</b>	Handicap Major Sports iGaming software solutions
 <b>Northwoods League</b>	Northwoods League iGaming software solutions	 <b>Northwoods League baseball summer league</b>	Northwoods League baseball summer league Professional baseball league
 <b>MMA</b>	MMA iGaming software solutions	 <b>MMA</b>	MMA iGaming software solutions
 <b>Versus F.C.</b>	Versus F.C. iGaming software solutions	 <b>Versus F.C.</b>	Versus F.C. iGaming software solutions
 <b>Thunder Fight</b>	Thunder Fight iGaming software solutions	 <b>Thunder Fight</b>	Thunder Fight iGaming software solutions
 <b>Major League Rugby</b>	Major League Rugby iGaming software solutions	 <b>Major League Rugby</b>	Major League Rugby Professional rugby league
 <b>MLP</b>	MLP iGaming software solutions	 <b>MLP</b>	MLP iGaming software solutions

## Tribes and Hospitality

 <b>Marriott</b>	Marriott Corporation iGaming software solutions	 <b>Chewchilla Tribe</b>	Chewchilla Tribe iGaming software solutions
 <b>Chumash Casino Resort</b>	Chumash Casino Resort iGaming software solutions	 <b>Eastern Shore Tribe</b>	Eastern Shore Tribe iGaming software solutions
 <b>Malibu Sun</b>	Malibu Sun iGaming software solutions	 <b>Mahaqon Sun</b>	Mahaqon Sun iGaming software solutions
 <b>Quaint Beach Resort</b>	Quaint Beach Resort iGaming software solutions	 <b>Quaint Beach Resort</b>	Quaint Beach Resort iGaming software solutions
 <b>Diago Nation</b>	Diago Nation iGaming software solutions	 <b>Diago Nation</b>	Diago Nation iGaming software solutions
 <b>Tom's</b>	Tom's iGaming software solutions	 <b>Tom's</b>	Tom's iGaming software solutions

## Responsible Gaming

 <b>KINECTIFY</b>	Kinectify iGaming software solutions	 <b>Barter Change</b>	Barter Change iGaming software solutions
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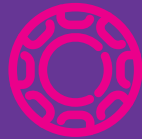
## Hardware Solutions

 <b>NEWTRONIX</b>	Newtronix iGaming hardware solutions	 <b>TOPAZ</b>	TOPAZ iGaming hardware solutions
 <b>BLACK BOX</b>	Black Box iGaming hardware solutions	 <b>niopix</b>	niopix iGaming hardware solutions

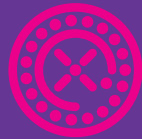
## Professional Services

 <b>SCCG</b>	SCCG iGaming software solutions	 <b>SCCG</b>	SCCG iGaming software solutions
 <b>SCCG</b>	SCCG iGaming software solutions	 <b>SCCG</b>	SCCG iGaming software solutions
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# Our **TEAM**



Global Operations



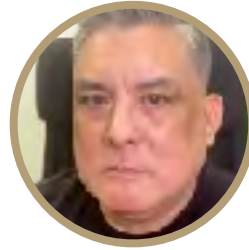
Global Business Development



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



**Alan Peters**  
Client Success Manager



**STEPHEN A. CRYSTAL**  
FOUNDER & CEO



**Joseph Valandra**  
US Tribal Gaming  
and Technology



**Newton Fleury Filho**  
Director, Brazil



**Rosa Ochoa**  
Director, Mexico  
and LATAM



**Joseph Oyekunle**  
Continent Manager, Africa



**Pariekshit Maadishetty**  
Director, India



**JOHN CALDERON**  
Country Manager, Philippines



## **STEPHEN A. CRYSTAL**

FOUNDER & CEO  
SCCG Management

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