

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

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.

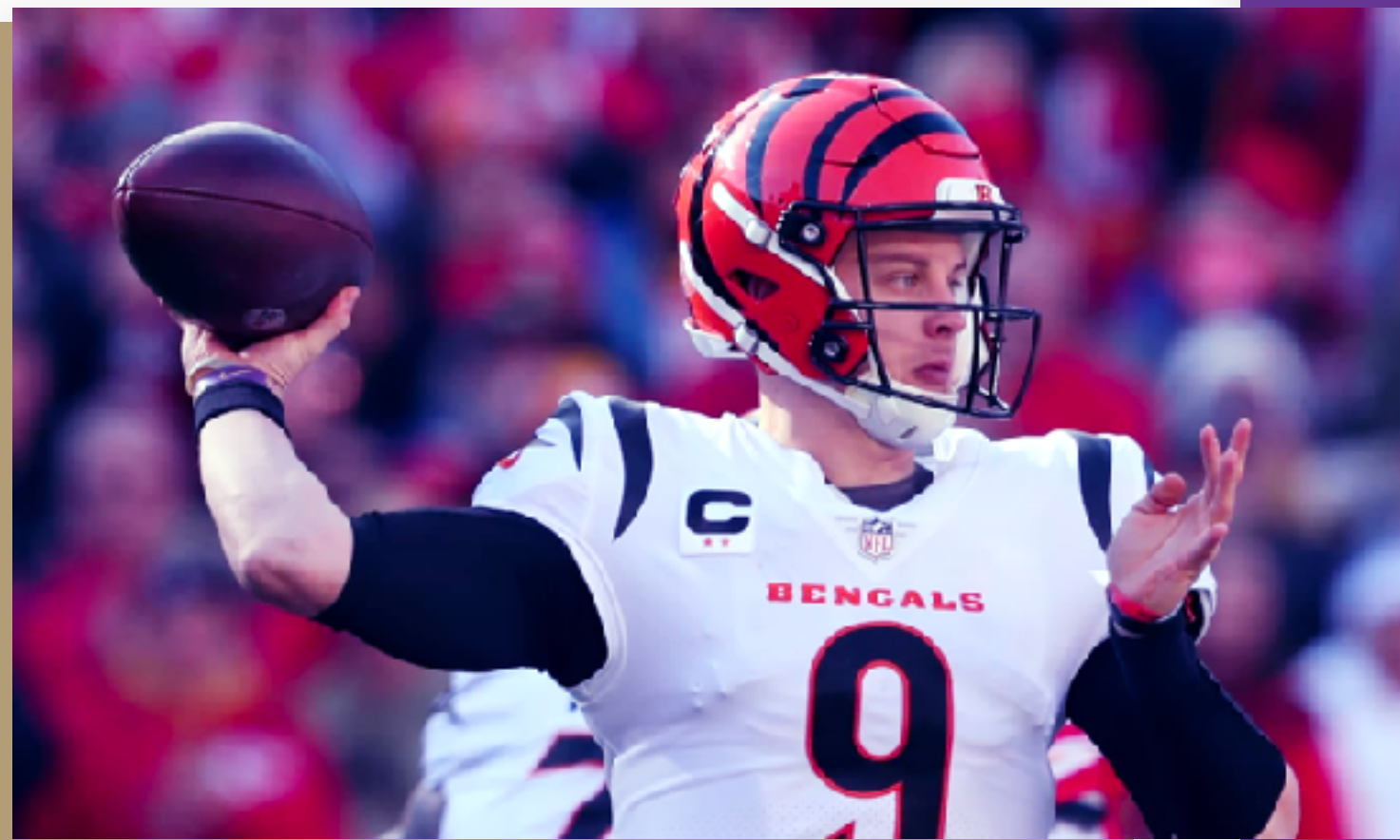


+10

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



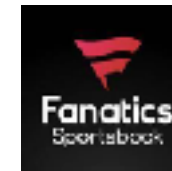
Operators in the ecosystem

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



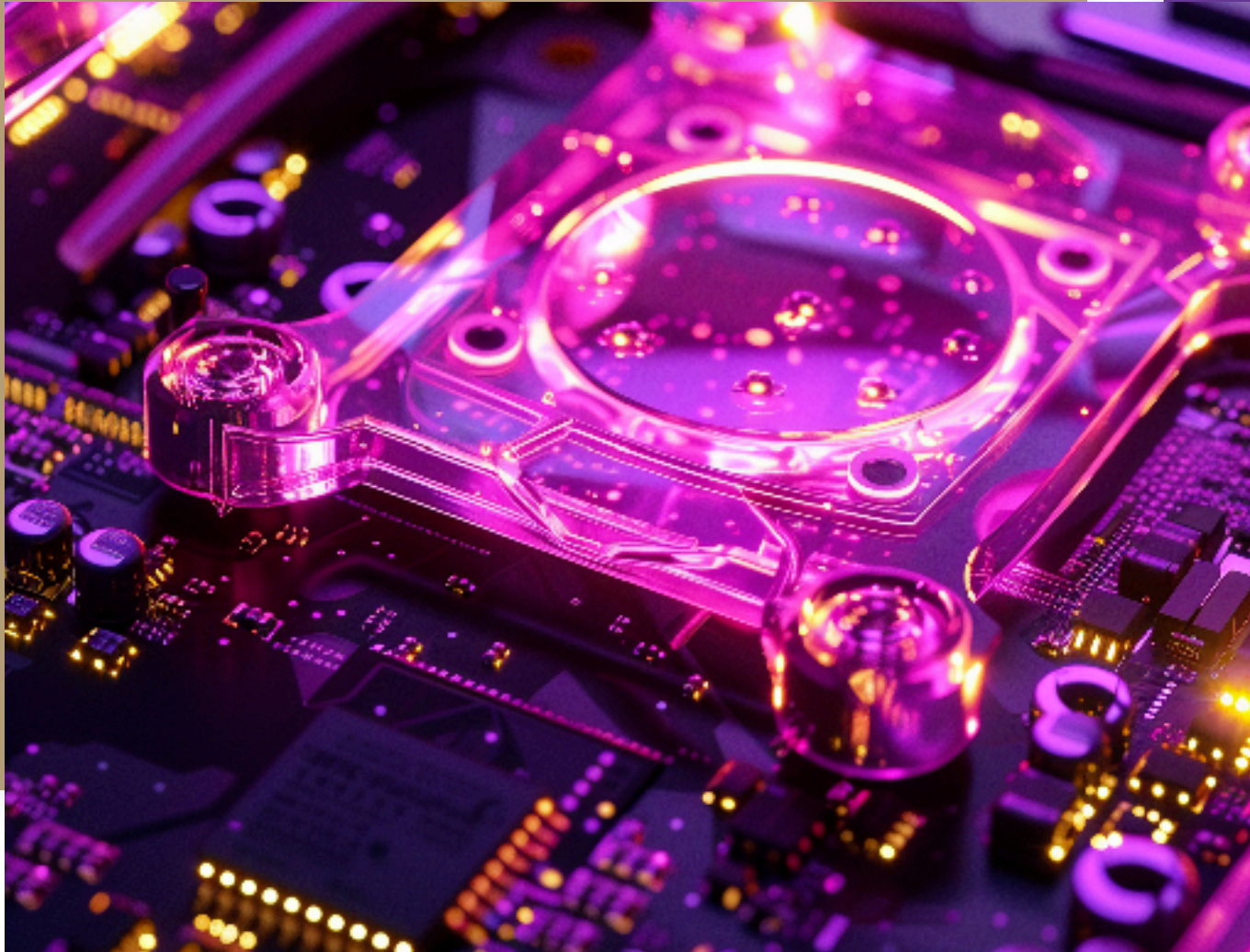
Hardware Solutions



Content and IP

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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](#)

TRIBAL GAMING

BRICK & MORTAR

POWERED
BY



SCCG

IGAMING

BEST-IN-CLASS SOLUTIONS FOR

SOCIAL GAMING

SPORTSBOOK

LOYALTY

CRM

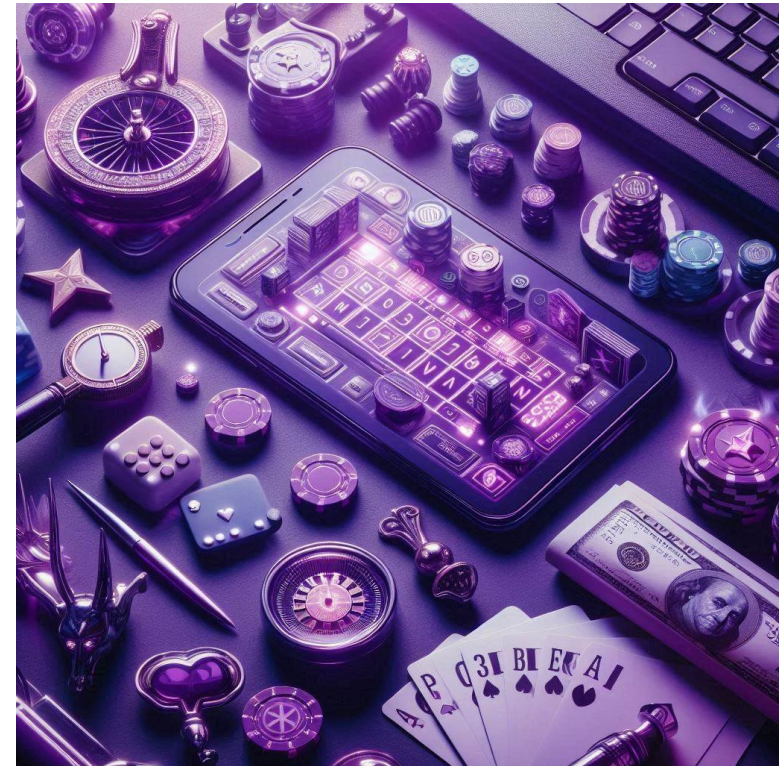
RESPONSIBLE
GAMING

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

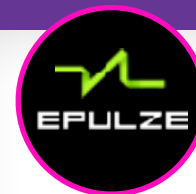
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Esports Solutions



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 Gaming geolocation solutions
	Kinectify Responsible gaming solutions		Netacea Bot detection and management
	eWORLD OF MOUTH Casino loyalty, referral and rewards system for casinos		Shankify AI and Machine Learning powered CRM
	Innovum Technologies Regulatory compliance		Shank Marketing Digital marketing solutions
	Media Troopers Marketing services iGaming / Mobile affiliates		Signature Payments Payment solutions
	Plan A Technologies Software and lead digital transformation		Captain Up Cloud-based engagement and retention platform
	Aware Inc Fraud, risk, authentication, identification, KYC solutions		Ziqni Gamification solutions for the gaming industry
	Fundifi Fan engagement technology		Stack Digital SEO / PPC Agency for iGaming
	Prometia IT Casino management solutions		Wynta Affiliate marketing solutions
	WLC Web dev for iGaming		Connectika Payment solutions for iGaming
	Verano.ai Regulatory compliance solutions		Comm100 Customer support and engagement
	numb3rs Payment processing solutions		MutiLot Cloud-based managed solutions
	i3 Integrity Regulatory compliance services		Gridlogic iGaming technology solutions
	GoldenWhale AI-powered data solutions for gaming		AmplePool White-label loyalty rewards platform

Sports Marketing / Fan Engagement

	BH&G Hotel, restaurant and venue management		Riviera Sports Marketing Sports marketing agency
	Bet Decider Sports betting website		Score No Score Micro-betting platform
	Yapp Sports fan engagement solutions		Sports Crew Venue-driven event marketing
	FanGage Venue-based customer engagement		USA Sports Media Sports & Gambling Media Outlet

Sports Wagering

	BetFred USA Sports Sports betting operator		Metric Gaming Cloud-based sportsbook platform
	BetSwap Sports wager secondary market		Inside the Pocket Competitive spending games
	Better Logic Data-driven sports marketing		SnapOdds Shoan for sports betting
	Ratscan Group Full-service gaming and iGaming		Lonest League Where the Losses Always Win
	Bettor 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
	Sparket Customizable post-wagering		LowB Sports quantification
	Bounty Sports Daily fantasy sports platform		Wager Wire Marketplace for sports bets
	Clique Picks Social sports betting platform		Tour Trader Pro Sports exchange platform
	Grim Gaming Micro-betting solutions		Scrimmage Rewards program for sports bettors
	Zed Run Skill-based virtual horse racing platform		India National Tutor Platform for online & course sale markets
	FlexiFantasy Fantasy Sports Platform		55Trader Football prediction tools

Sports Data and Streaming Technology

	ATHSTAT Sports data analytics		SportsSeam Virtual data transformation
	Rolling Insights Sports data feed provider		Play Caller Sports Micro-betting odds & platform
	Data Sports Group Sports data feeds for media		Renin Sports TV guides for live sports
	Deuce of Diamonds Data analytics		Odds AI Soccer odds provider
	Oddit Odds pricing and analytics		Groundlevel Insights Data-driven and actionable intelligence software
	GSBN Global Sports Bet Network		

iGaming Platforms, Content, and IP

B GAMING

B Gaming
iGaming slot content



Bee Fee LTD
Racing platform content



BF Games
Racing studio and content



Booming Games
Immersive HTML5 iGaming



elbet
Class II slots



File Game
Gaming solutions and development



Zi Stud
Virtual horse racing



GreenTube Pro / Blabot
Social casino platform and studio



Winful.co
Multiplayer iGaming technology



Kajot Games
iGaming slot content



SlotMabl
Crowdsourced casino reviews, advertising, and rewards



Mondogaming
Sponsorship and gaming systems online



Parcom Inc.
Social and sweepstake Casinos



ALGOPAN
Energy-saving gaming solutions



Softlabs
iGaming technology and solutions



Hollywood TV
Live game provider



Jogo Global
Mobile gaming platform



Junto's
Game design studio



POX Slots
Regulated iGaming iG2E



Spade Gaming
Real online slot content



Spinmatic
Multi-platform software solutions for bookmakers and casinos



Vegas Amusement
Electronic table games platform



World Wide Table Games
Table and live table games



Land Vegas
iGaming metaverse platform



PandaBet
Casino game content



Francine's Fortune
Leading slots in iGaming



Baum Games
Advanced multi-game and management systems



Mayspark
White-label ed arcade games



BooRoyl
The biggest gambling and game in sports and entertainment



Botzore (TVBet)
iGaming and live TV content

Esports Solutions



GG Recon
Esports platform



Oddin GG
Live Esports data API



Gryphid
Esports affiliate media



J2M
Gaming, esports consulting



Picklebet
Daily Esports betting platform



Player's Best
Esports affiliate



Wagyu Games
Web3 blockchain gaming

Lottery



Xita Holdings LTD / AZ
Alphabet lottery products and platform



British Columbia Lottery Corporation
lottery, sports betting, and gaming operator

Sports Management



Ball Run
Patented live sport



FCL
American Football League
Carnegie sports league



AUDL
American Ultimate Disc League



Cincinnati Bengals
NFL team



Pillow Fight Championship
Professional pillow fighting league



Racing America
Auto racing media platform



MASL
Major Arena Soccer League



Handicap Motorsports
Formula racing



Northwoods League
Category summer baseball



Major League Soccer
Alliance of professional soccer teams



Versus F.C.
Fan driven MMA



Thunder Fight
Combat sports venue



Major League Rugby
Professional rugby league



MLP
Major League Pickleball
Pro Billiards Tour
Professional billiards league

Tribes and Hospitality



Marriott Corporation
San Jose, CA



Chewchilla Tribe
California



Chumash Casino Resort
10000 T160, CA



Eastern Shawnee Tribe
Oklahoma



Mohegan Sun
Uncasville, CT



Clans of Indian Nation
Washington



Quinault Beach Resort
Washington state



Oage Nation
Oklahoma



Tom's Watch Bar
The Ultimate Sports Bar Chain

Responsible Gaming



Ranter Change
Responsible gaming services



Kinectify Advisory
Responsible gaming solutions

Hardware Solutions



Neovatronix
Sports wagering hardware solution



Topaz Technology Group
Storage and display technology



Black Box
Chip counting and player behavior insights



Niopix
AI software for live-streaming casinos

Professional Services



SCCG Managed Services
Professional services



SCCG Research
Gaming industry research



SCCG Compliance
AML, KYC, Fraud Prevention



SCCG Media
Marketing, advertising, and PR content



SCCG Venture Fund I
Investment



20 in 20
SCCG Top 20 in their 20's
Gaming achievement award



Globe Gaming
Global gaming and sports consultancy



Gambling Insider
Gaming industry media outlet



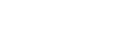
Abdalla Advogados
Anti-money laundering



Gaming Law Group - ILG
Gaming law firm



NEXT
Gaming media and events

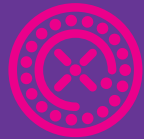


Blurfy
Software development services

Our **TEAM**



Global Operations



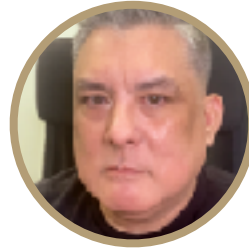
Global Business Development



Regional Business Development



STEPHEN A. CRYSTAL
FOUNDER & CEO



Kelly Segovia
CTO



Dave Antony
CFO



George Vonapartis
Head of Sales



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



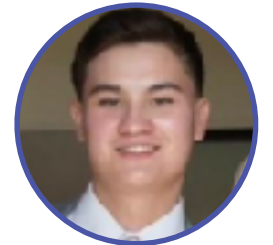
Michael Silberling
Gaming Operations



Lou D'Amico
Retail and Online Sports
Wagering and Media



Bruce Bundrant
Sports Marketing



Alan Peters
Client Success Manager



STEPHEN A. CRYSTAL
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Joseph Valandra
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Newton Fleury Filho
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Rosa Ochoa
Director, Mexico
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Pariekshit Maadishetty
Director, India



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