



SCCG Creator Network & Academy

Why serious gaming creators should want in

A curated network built to move creators from random sponsorships to structured, repeatable opportunities through SCCG's ecosystem.

Invitation-led for global ambition



About SCCCG Creator Network & Academy

The **SCCCG Creator Network & Academy** is a curated global platform designed to connect, develop, and scale top talent across casino, gaming, and sports entertainment industries. The network moves creators beyond one-off sponsorships by generating structured, repeatable revenue opportunities through SCCG's ecosystem and partnerships.



What We Do



Strategic Partnerships

Launch business opportunities across brands, studios, creators, and leagues



Creator & Influencer Collaboration

Activate global and niche voices to drive audience engagement



Content & Media Amplification

Leverage SCCG's reach including newsletters, podcasts, LinkedIn, and events



Celebrity & IP-Driven Gaming

Develop gaming experiences using recognizable talent and IP



Experiential Marketing

Deliver immersive digital and in-person brand activations

Why creators should care

The deck is built around the creator-facing value proposition in the source plan



“A program made for smart creators who want the professional support in building what they cannot easily build alone.”

For real and experienced creators, the real value in a partnership is not just money. It is status, structure, professionalization, faster deal flow, access to interesting content, and credibility from being attached to a respected gaming-industry brand.

The experienced creators will seize immediately the opportunity to gain access to exclusive partnerships and education. Joining the SCCG Creator Network gives you full control over your creative capabilities and puts on your plate the right project at the perfect time

Status

Structure

Professionalization

Faster deal flow

Credibility

This Network is built to be selective membership in a serious program, not an open sign-up marketplace. SCCG Management is committed to building the most exclusive Network and Academy of highly skilled creators able to support iGaming brands around the world

Why SCCG is different

SCCG's media footprint, partner network, and distribution advantage.



130+

Gaming Industry Partners

from the SCCG ecosystem

34,000+

weekly newsletter reach

to gaming industry professionals

MULTI-CHANNEL

articles • webinars • podcasts • LinkedIn • events

campaigns can gain second-wave reach

SCCG already owns media and relationship assets that most creator agencies do not. At the core, those assets are the reason creator campaigns can be amplified, turned into case studies, and cross-sold into existing relationships instead of building demand from zero.

Media multiplier

The program can turn activations into articles, newsletter placements, webinar clips, LinkedIn spotlights, and sales proof.

Buyer comfort

The plan says many gaming companies are more comfortable contracting a known industry advisor than multiple individual creators.

Global runway

Your boss's feedback asks for final materials that reflect a global rollout. The ecosystem message is meant to travel beyond a U.S.-only story.

This is not a generic talent brokerage

The program is a repeatable operating system



“The value comes from a repeatable operating system, not talent brokerage.”

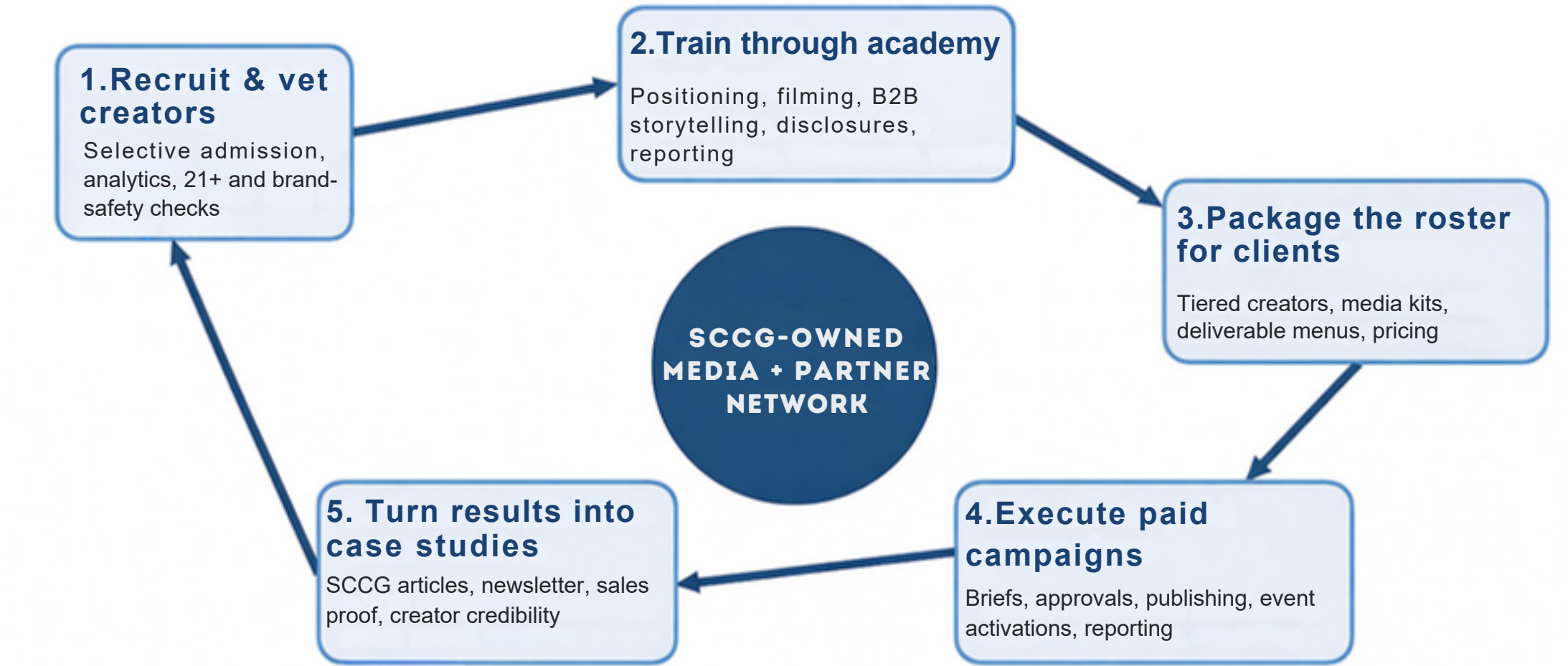
What SCCG is building:

- 1 Curated creator roster
- 2 Practical academy
- 3 Campaign + event activation engine
- 4 SCCG-owned media multiplier

Fixed, compliant, measurable offerings.

SCCG program flywheel

The value comes from a repeatable operating system, not talent brokerage.



What members get

These benefits come directly from the creator-facing value table and recommended creator pitch.



Selective membership

Invitation or application, scorecard, roster profile, tier badge.

Media-kit support

Bio polish, platform summary, content pillars, creator packaging.

Academy training

Filming, interviews, disclosures, event hosting, reporting, professionalism.

Proprietary access

Studio visits, executive interviews, conference access, behind-the-scenes content.

SCCG amplification

Newsletter, article, webinar, LinkedIn, podcast, case-study opportunities.

Deal flow + ops support

Shortlisting, scopes of work, approvals, invoicing, collections.

The program is designed to help creators move from random sponsorships to structured, repeatable revenue opportunities.

Who SCCG wants on the roster

The network recruits creators who can do more than play on camera.



Creators who can interview, explain, host, tour, and translate technical products into understandable stories.

1

Live-play personality

Gameplay reactions, session energy, player-style content

2

Educator / explainer

Break down products, features, and behind-the-scenes stories

3

Event host / interviewer

Booth hosting, interviews, live recaps, executive clips

4

Resort/lifestyle storyteller

Property tours, experiences, hospitality, entertainment

5

Premium ambassador

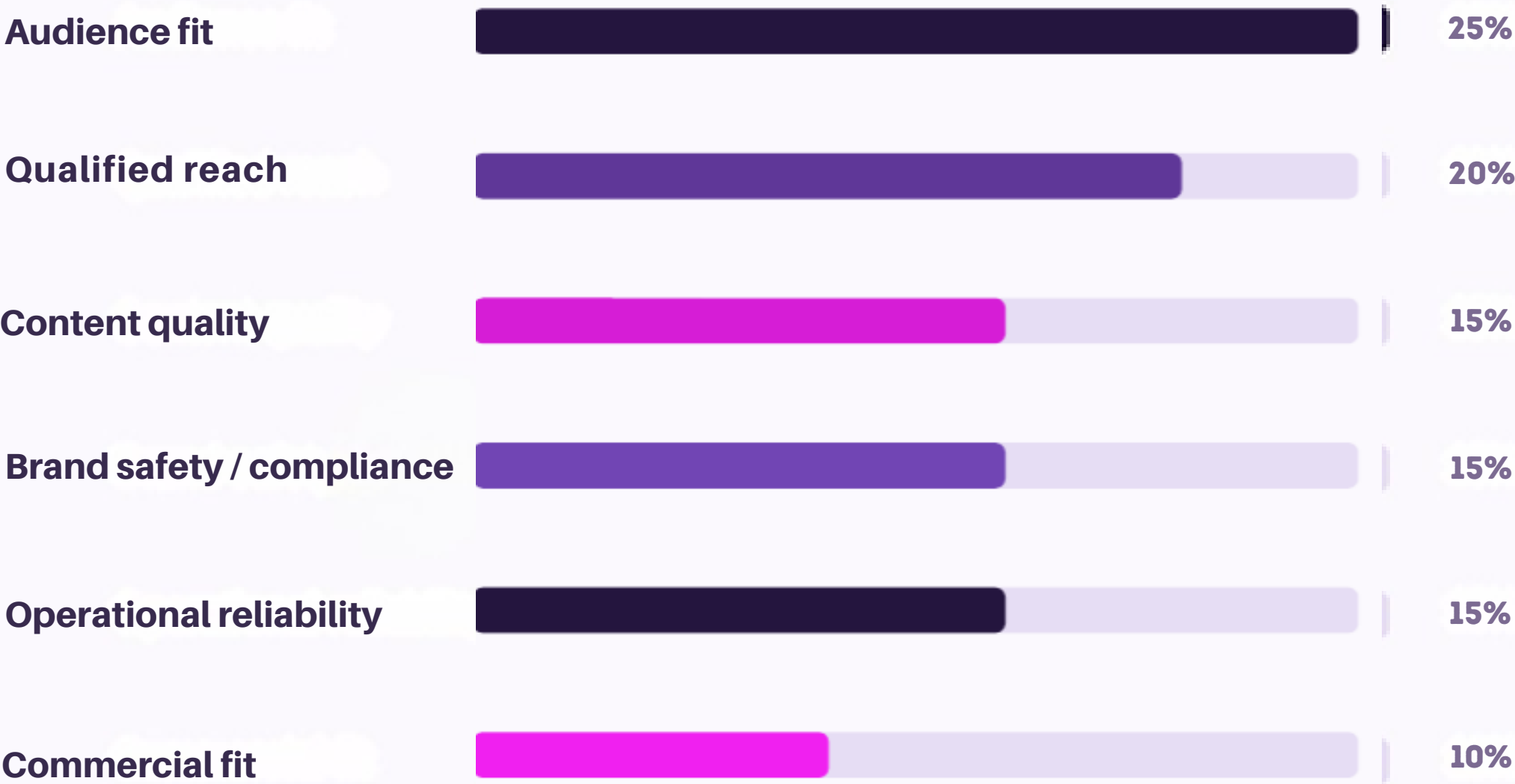
Broader brand campaigns, exclusivity, PR moments, meet-and-greets

How creators are evaluated

The program uses weighted scoring plus minimum admission rules.



Fit, views, and reliability - not just follower count.



Minimum admission rules

- 21+ for gambling-adjacent campaigns
- Recent 30-90 day analytics
- Sponsor conflicts and exclusivities disclosed
- Agreement to approvals, disclosures, brand-safety, and reporting rules
- No history of unlicensed or obviously non-compliant promotions
- 70+/100 admissions scorecard

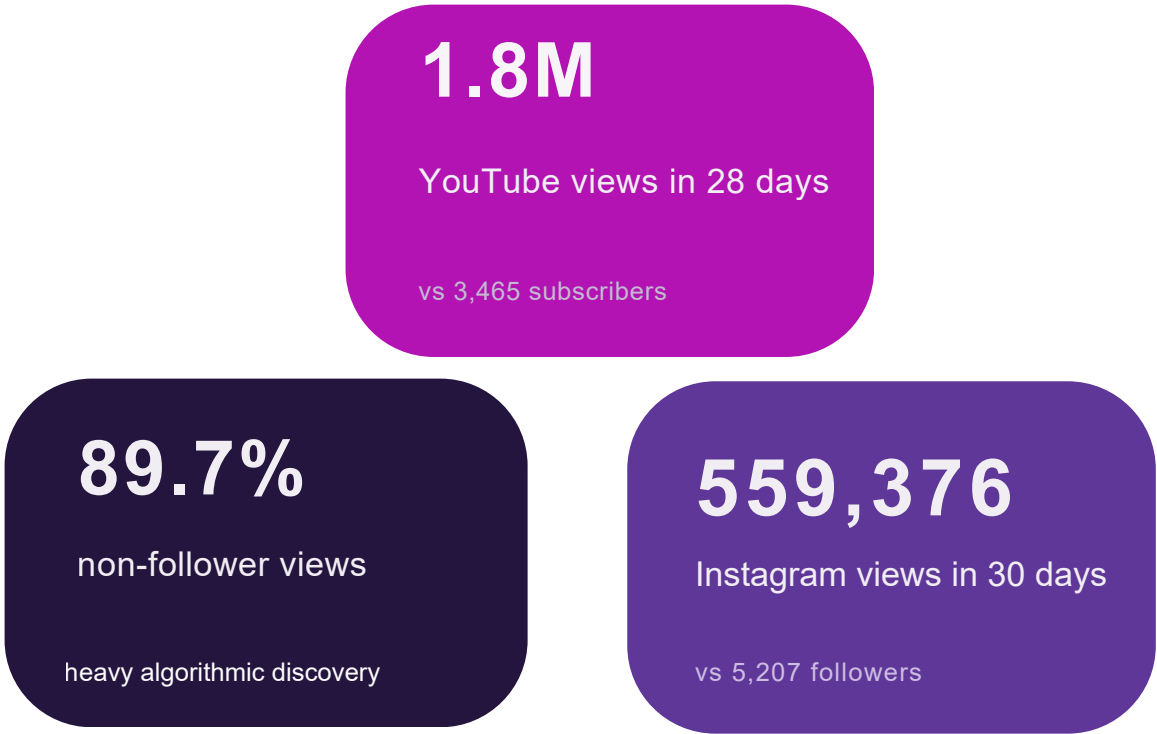
The program’s scorecard plan also flags underage skew, suspicious traffic, poor audio/storytelling, missing disclosures, missed deadlines, and low commercial flexibility.

How creators are evaluated

SCCG can classify beyond follower count.

Case study:

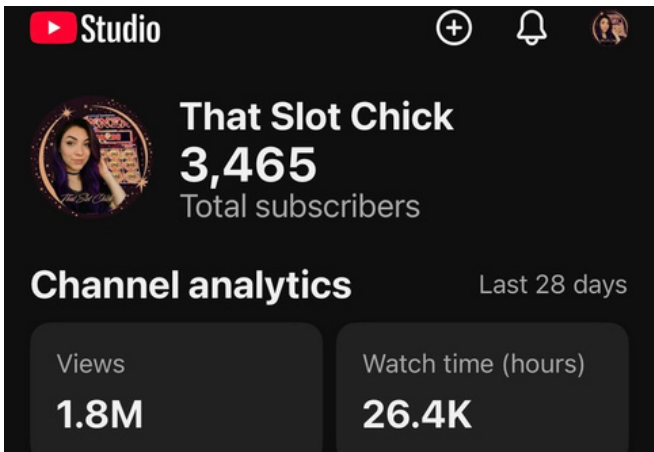
From experience, SCCG knows that the numbers of followers is not the only value indicator. Regardless of current follower numbers, creators generate instant value with content that generates viral interest and instant strong recent view output.



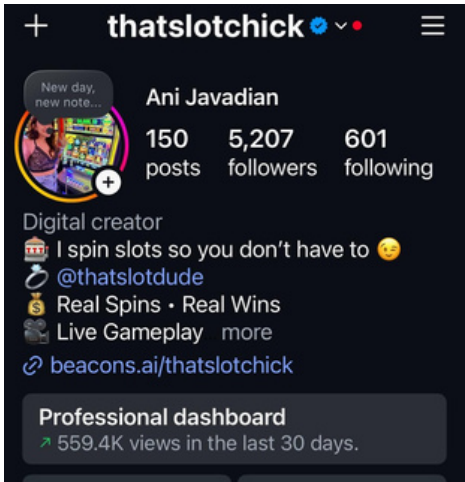
Numbers show that recent YouTube views were more than 500x subscriber count and Instagram views more than 100x follower count.

Example classification: Rising / Growth-on-views

YouTube channel



Instagram profile



Instagram 30-day views



Milestone / total views

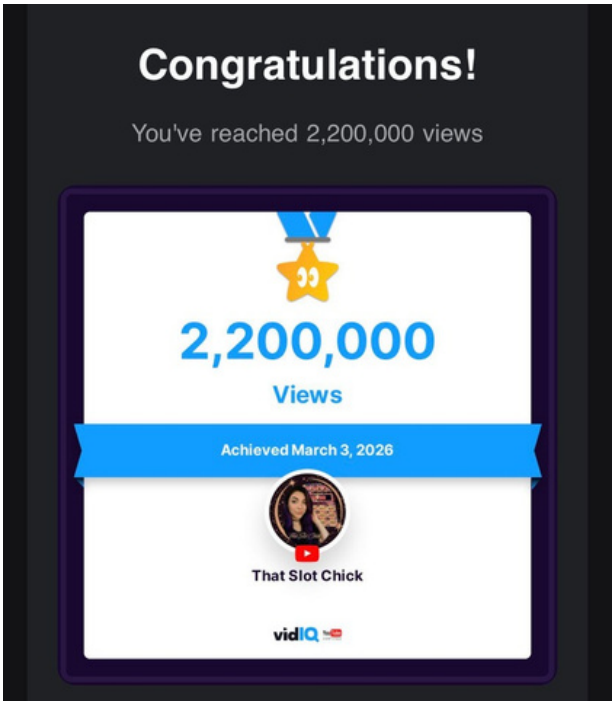


Figure 2. Influencer example

Your path inside the network

Tiers are directional and can flex upward when view velocity or commercial fit is unusually strong.



Scout	1k-10k followers or 50k-150k qualified monthly views	UGC pilots local property content - short-form testing	Academy basics + template media kit
Rising	10k-50k or 150k-750k views	Supplier demos - multi-post pilots - webinar intros	Priority deal matching + quarterly review
Growth	50k-250k or 750k-2.5M views	Ambassadors - launches - studio visits - event coverage	Enhanced strategy + custom kit + event access
Signature	250k+ or 2.5M+ views	Exclusives - national launches - annual programs	White-glove support + custom contract

Creators can qualify above their follower band if view velocity, category authority, or event/interview capability is unusually strong.

Your path inside the network

The academy is one of the main reasons creators join and clients trust the network.

Practical readiness - not theory



1 Positioning + niche design

Output: one-sentence positioning statement

2 Filming + storytelling

Output: sample outline or shot list

3 Gaming product storytelling

Output: one supplier-friendly concept

4 Compliance + responsible gaming

Output: short policy quiz pass

5 Event coverage + on-site hosting

Output: mock event run-of-show

6 Reporting + commercial discipline

Output: delivery checklist

Delivery format 1 live onboarding call • 3-6 recorded modules • 1 review session • quarterly office hours shorter custom coaching for Growth and Signature creators

What opportunities you can actually do

Year 1 opportunity mix

40%

B2B suppliers

studios - platforms payments cashless - CRM - loyalty

25%

Events / conferences / resorts /

on-site hosts creator coverage social clips property storytelling

20%

Regulated operators + land-based casinos

ambassadors educational content customer-event visibility

15%

Approved social / sweepstakes / free-to-play

secondary lane with tighter legal review

Deliverable families SCCG can package

- Short-form social
- Long-form video
- Live format
- Interview / host format
- In-person appearance
- SCCG amplification

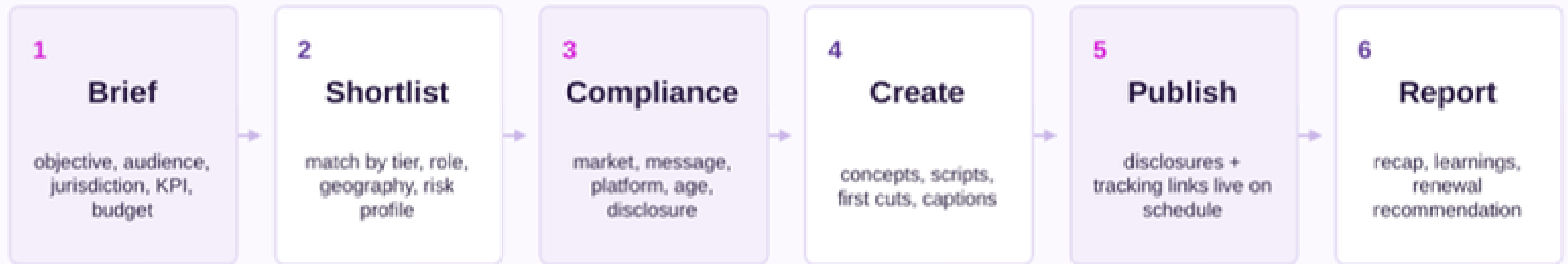
Not just gambling promos: suppliers, events, resorts, interviews, and educational content.

How campaigns run once you're in

Reliable operations, from brief to report.



Every paid activation should end with a renewal recommendation: continue, adjust or stop.



Service expectations for rostered creators

<24h

initial creator response

<72h

client shortlist turnaround

24h

before live: draft asset minimum

72h

post-campaign analytics proof

Selective, creator-friendly, and built to scale

What protects creators

- Non-exclusive by default
- SCCG earns on deals it sources/manages or on client fees it sells
- Clear payment policies and no-go-live rules for funded creator costs
- Tiering based on fit, views, reliability, and category strength

What SCCG is not supposed to do

- No broad rights over a creator's entire career
- No sweeping future revenue, merchandising, royalty, or default equity grab
- No return to a celebrity/IP agency operating model
- No unlicensed, offshore, or guaranteed-win style promotions

What SCCG will need from you

- Handles + short bio
- 30-90 day analytics
- Sponsor history and conflicts
- Headshot, bio, deliverables, content pillars
- 21+ proof for gambling-adjacent work
- Willingness to complete academy and readiness steps

The pilot roster is meant to be active and curated - not maximum volume.

Creator Minimum Deliverables

Baseline Participation Standards

- ✓ 2 dedicated posts per month
- ✓ 4 story mentions per month
- ✓ 1 short-form video or reel per month
- ✓ 1 SCCG repost or ecosystem support post per month

Program Participation

- ✓ Join 1 SCCG activation, event, or campaign per quarter
- ✓ Provide 1 pre-event post and 1 recap post when activated
- ✓ Maintain updated media kit and audience analytics quarterly

Professional Standards

- ✓ Respond to opportunities within 48 hours
- ✓ Follow disclosure, approval, and reporting requirements
- ✓ Share post-performance metrics after campaigns