

An aerial photograph of a city at sunset, featuring a large body of water in the foreground and various buildings. The logo for SCCG Management is overlaid in the center. The letters 'S', 'C', 'C', and 'G' are large and circular, each containing a different view of the city. Below them, the word 'MANAGEMENT' is written in a smaller, white, sans-serif font.

SCCG
MANAGEMENT



SPORTS TEAMS AND LEAGUES SUPPORT

SPORTS TEAMS AND LEAGUES SUPPORT

- **SCCG JOINTLY OPERATED LEAGUES**
- **SPONSORSHIP PARTNERS**
- **VENUE MANAGEMENT & MARKETING**
- **FAN ENGAGEMENT**

WATCH THE SCCG CORPORATE VIDEO

SCCGMANAGEMENT.COM

ABOUT SCCG

SCCG Management is a premier management advisory firm with experienced leaders from the global gaming industry, providing expert solutions for strategic success with a focus on sports betting, iGaming, sports marketing, affiliate marketing, esports, technology and product commercialization in the United States and around the globe..

Serving the gambling industry for over 30 years as a global networking partner with international offices in Europe, Africa, Asia, South America and Latin America, SCCG connects clients with the right strategic partners to assist global scale growth.

As an accelerator for early stage companies, we promote innovation and empower emerging companies to achieve their goals. Additionally, SCCG acts as an early-stage investor, providing capital and resources to entrepreneurs developing new and innovative products and platforms.



 **100**
Client Partners

**Click Image Above
To Watch Our
Corporate Film**



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.



10

Teams & Leagues



Managed and Operated by SCCG

VERSUS FC

- We intend to update the existing MMA business model to incorporate more modern business practices and structures as used in other sports to increase monetization and fan engagement by converting fans into users of an interactive community platform.
- We've crafted a world where fans aren't just spectators; they are influencers and decision-makers
- Our fan social engagement platform turns every game into a canvas for fan interaction, making every matchup, every contest, and virtually every significant league decision fan-driven.

VERSUS

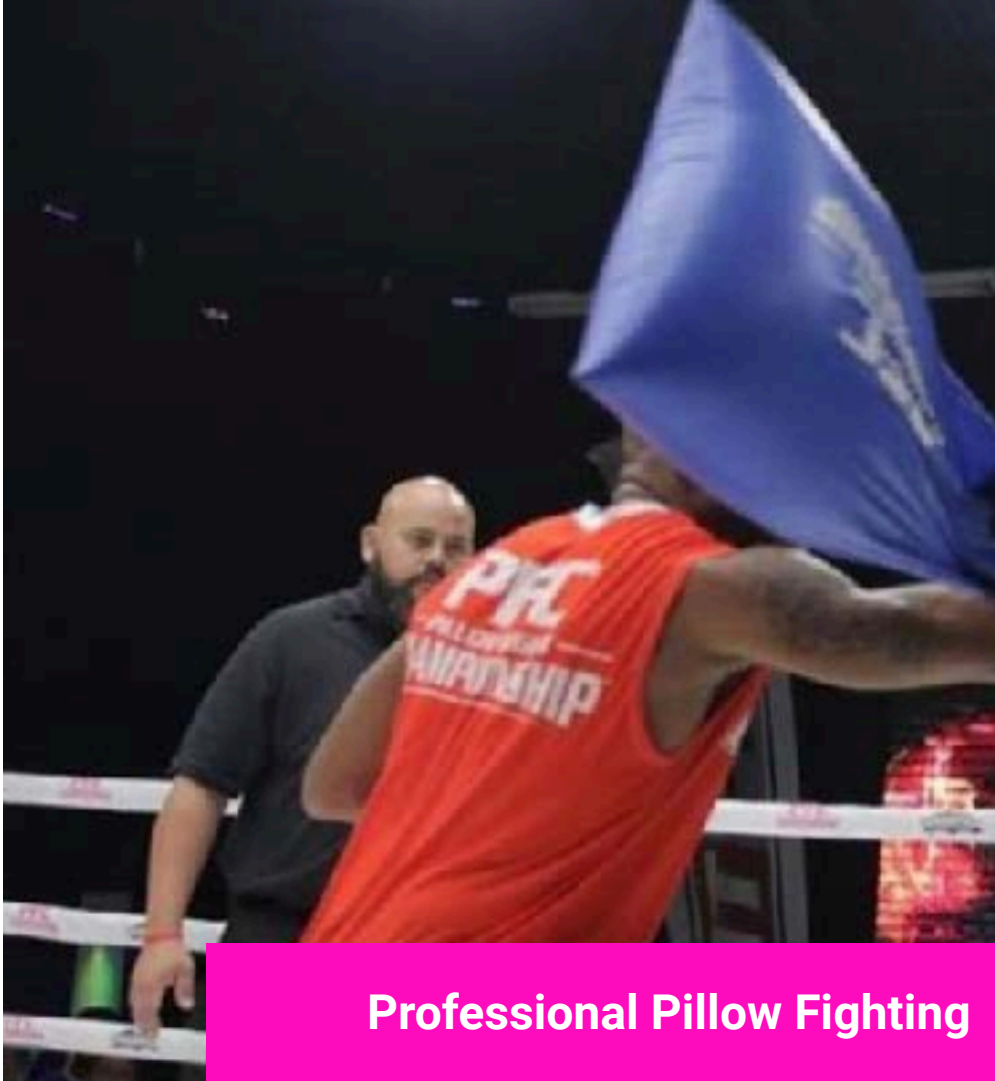
Partnering with The World's Greatest Brands

to reshape the sports industry.

MMA League and Engagement Platform

[Intro Deck](#)

[Learn More](#)



Professional Pillow Fighting

Pillow Fight Championship (PFC)

- Pillow Fight Championship began with an idea to develop a real fighting sport that would appeal to the international family audience by combining a modified version of the ancient play weapon known as a “pillow” with experienced MMA competitors & boxers and strict rules. PFC has quickly evolved into a very popular sport-based showcase complete with all the strength, stamina and strategic skills of the other more brutal combat sports but with a massive amount of fun!

<https://fightpfc.com/>

Investor
Deck

Learn More



Sponsorship Partners



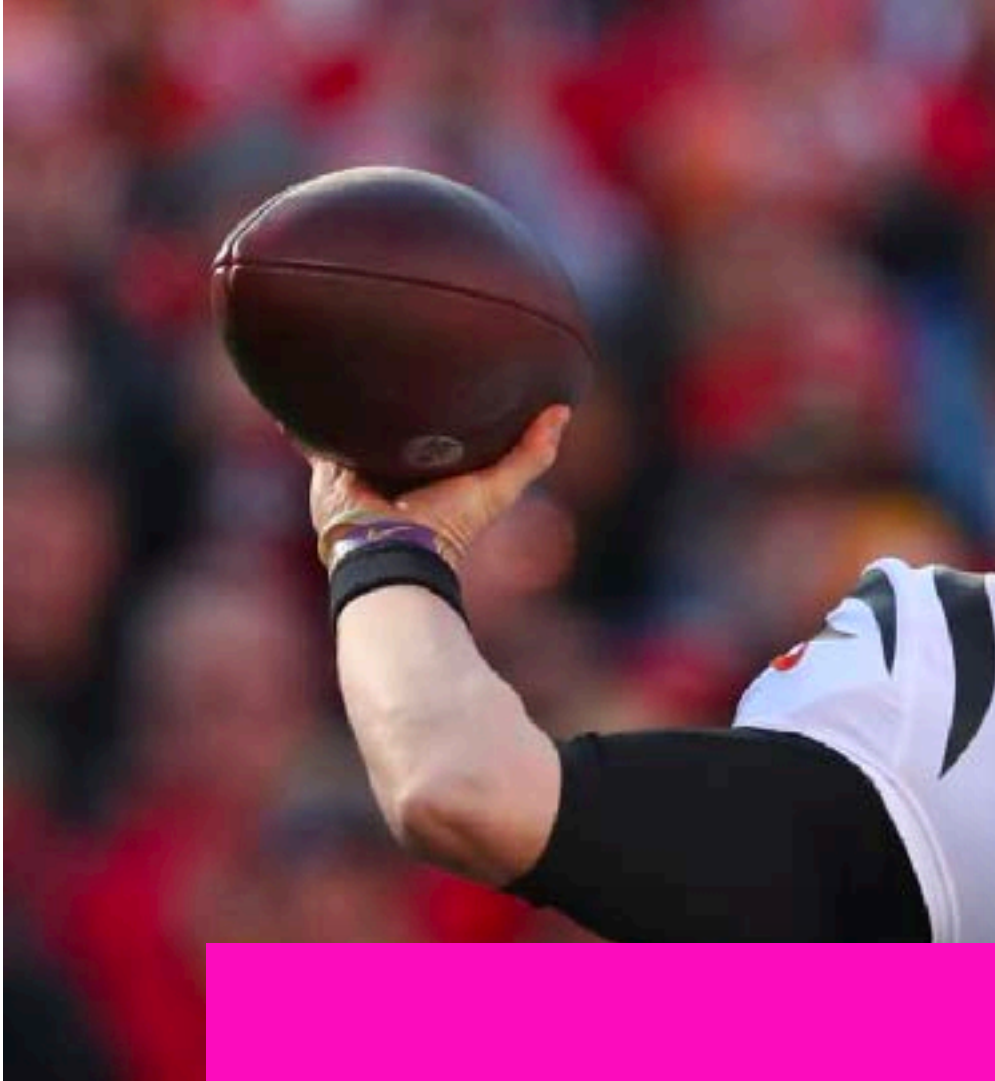
The Race Team Alliance was formed in the summer of 2014 by racing industry leaders in order to preserve, promote and grow the sport of stock car racing and to advance the long-term interests of the racing Teams. The RTA® membership currently consists of 16 Teams which field 36 cars in the stock car racing premier series.

[Learn More](#)



Racing America is a digital-centric, direct-to-consumer motorsports media platform owned by the RTA member race teams (the 16 charter-holding organizations that operate 36 teams in the NASCAR Cup Series).

[Learn More](#)



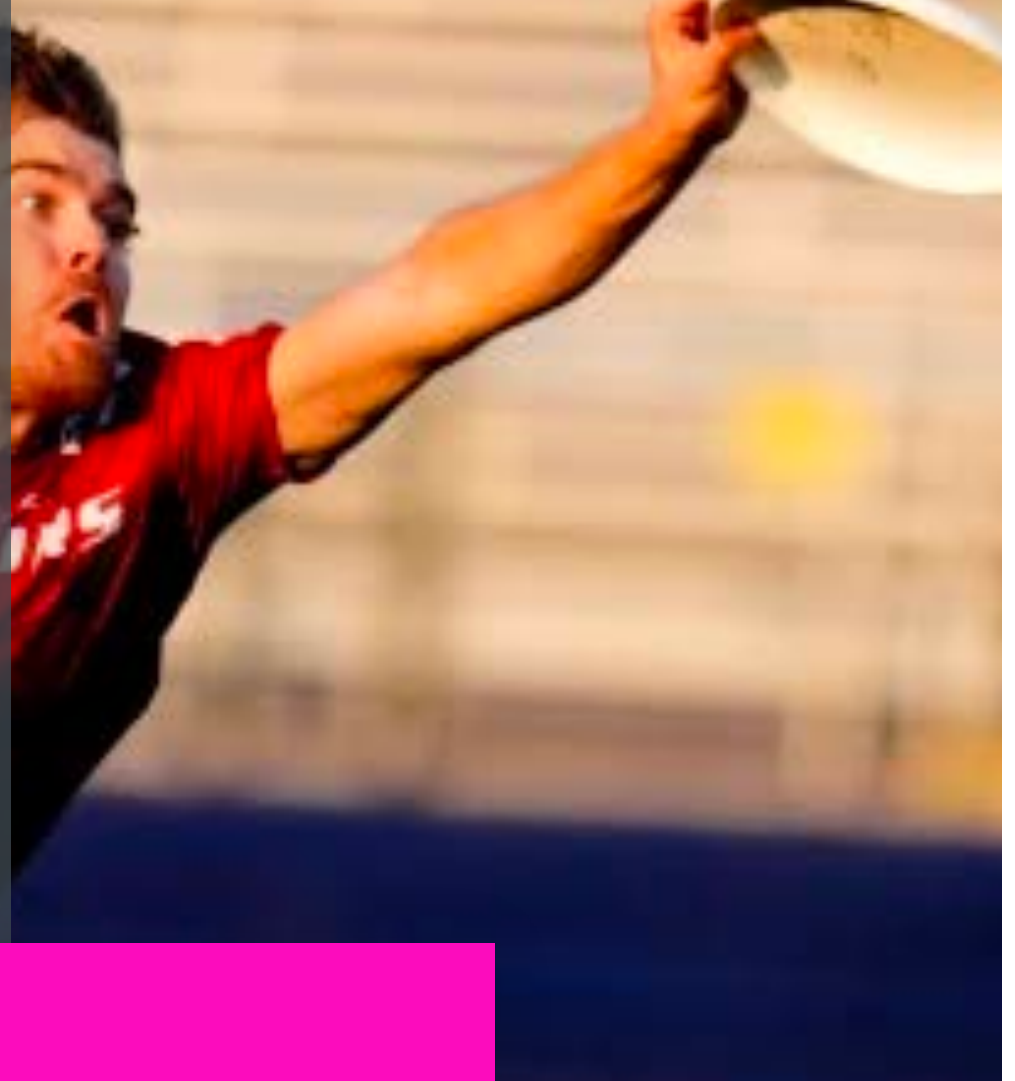
Cincinnati Bengals

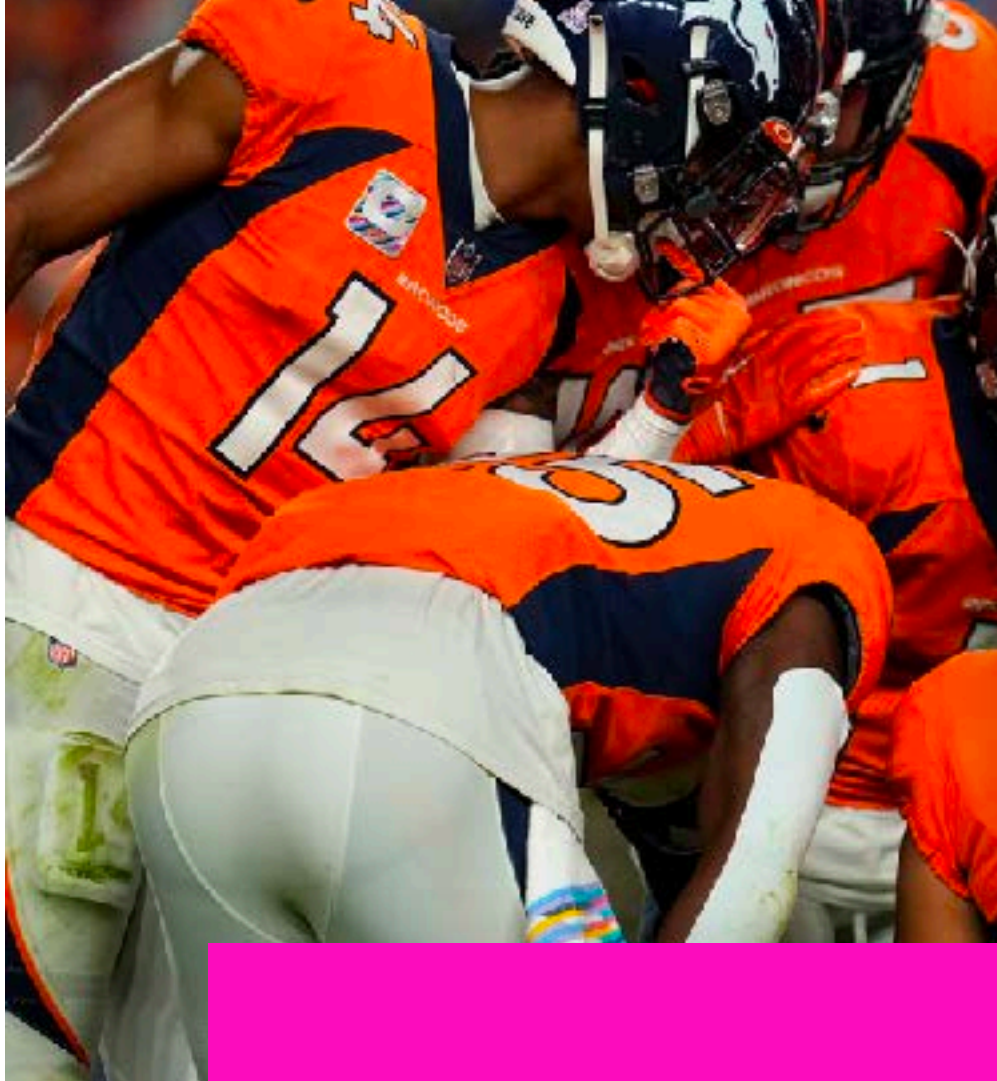
- SCCG Represented Betfred Sports in a 10-Year Sponsorship and Skin Access Deal establishing Betfred as the Official Sports Betting Sponsor of the Cincinnati Bengals.
- SCCG was engaged in all aspects of the deal, identifying and pricing assets while following NFL league requirements applicable to sports 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.



American Ultimate Disc League

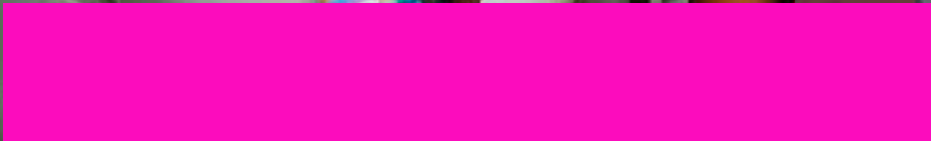
- SCCG facilitated a deal Between AUDL and LSports for Data Distribution Deal along with a Co-Development Strategic Partnership.
- SCCG partnered with AUDL to Provide Licensing Approval Services in 3 States: NJ, MA and PA.
- SCCG to leverage AUDL assets for sports marketing, data, content and fan engagement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





Denver Broncos

- Represented Betfred Sports in a 6 year 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





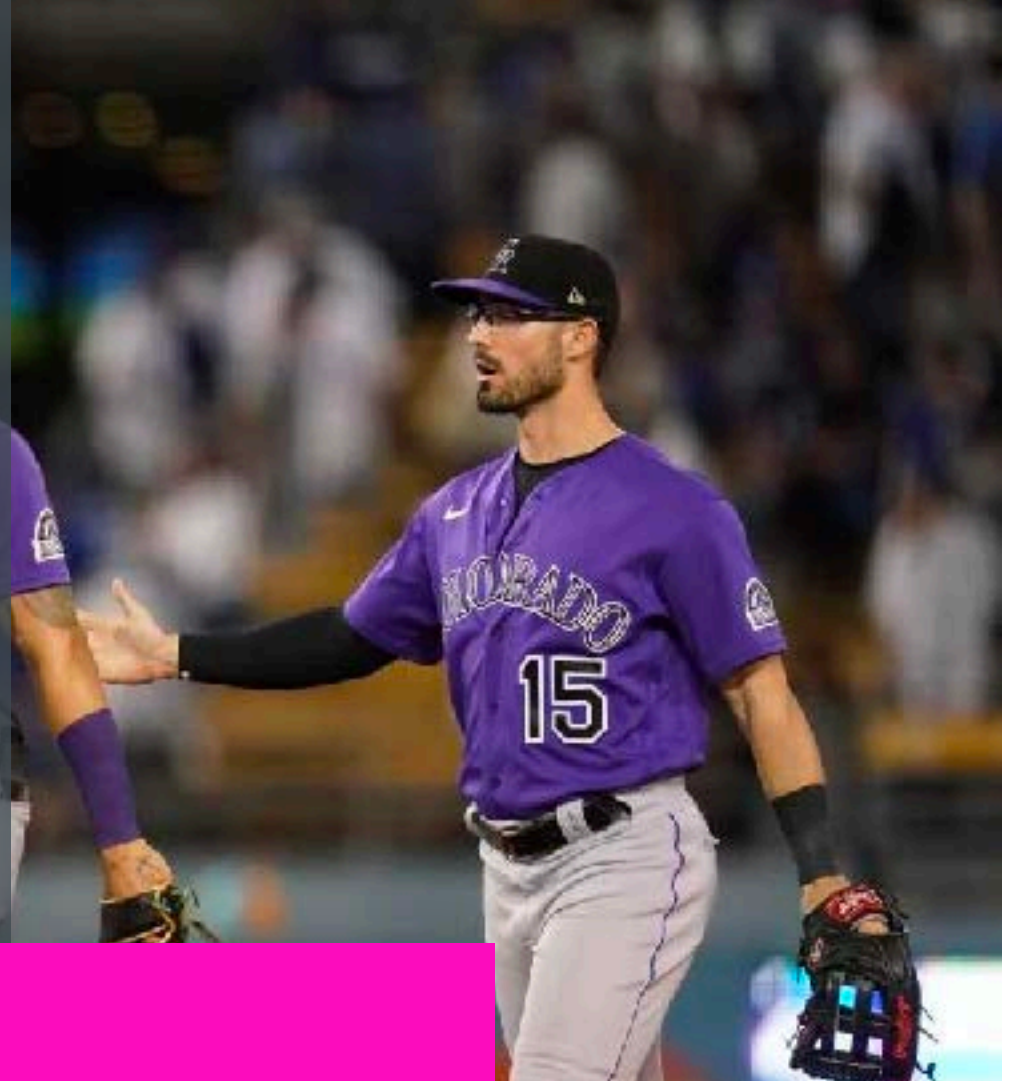
Hendrick Motorsports

■ 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

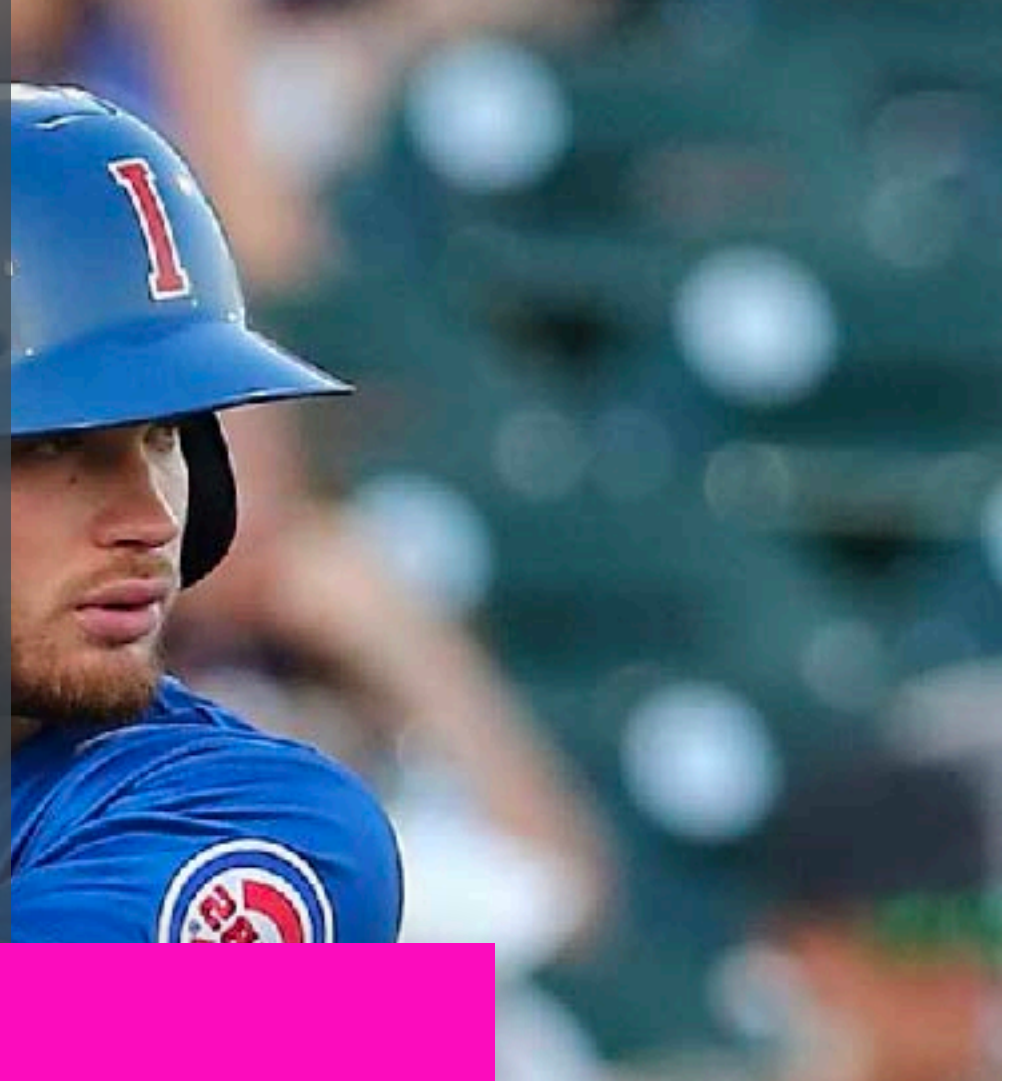
Colorado Rockies

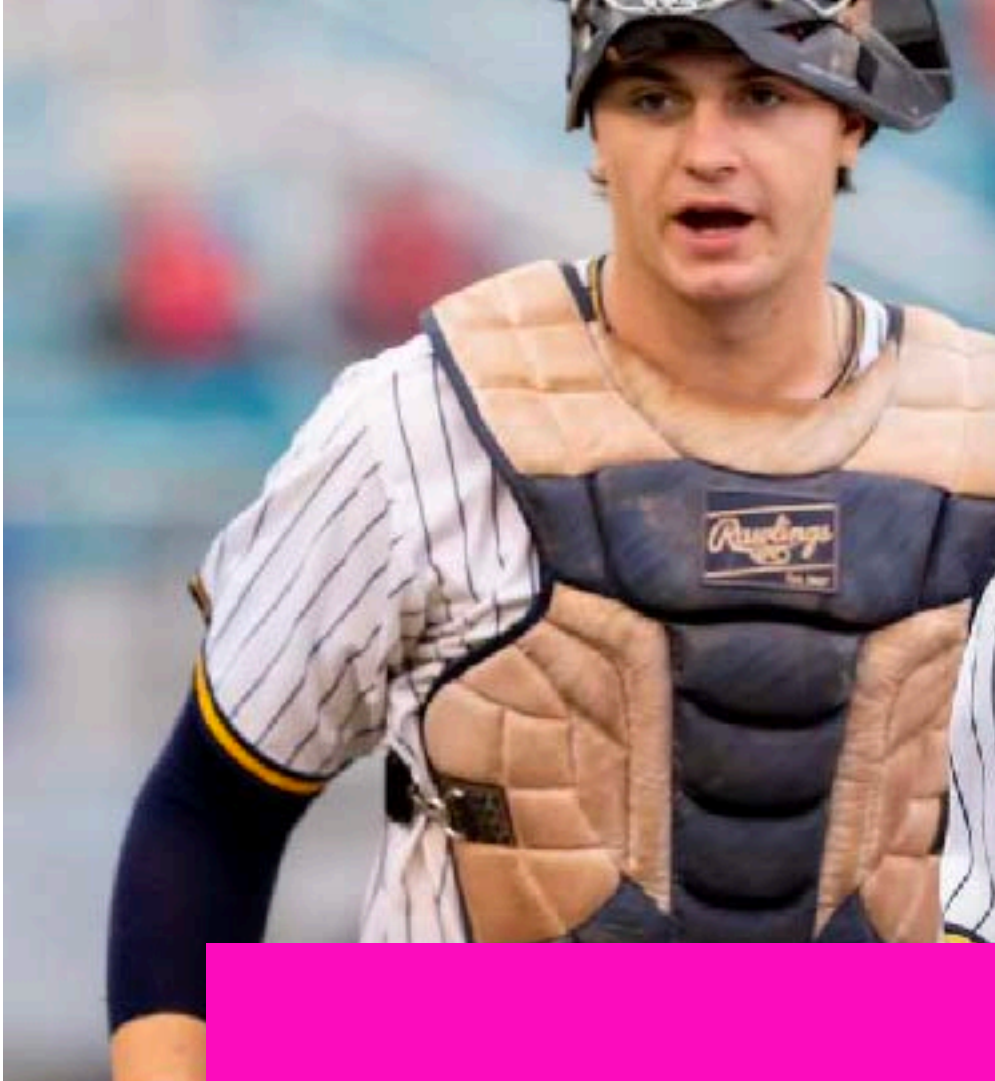
- Represented Betfred Sports in a 5-Year Marketing and Sponsorship Agreement with the Colorado Rockies
- 1 of 3 Colorado Sportsbook Operator Partnerships for the Colorado Rockies



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



FAN ENGAGEMENT

Circa Sports at Circa Resort & Casino

Welcome to Circa Sports at Circa Resort & Casino

Welcome to Circa Sports at Circa Resort & Casino

Welcome to Circa Sports at Circa Resort & Casino

Welcome to Circa Sports at Circa Resort & Casino

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Fan Engagement

YEPP

Yepp, via its software-as-a-service solutions, is leading a new wave of fan engagement by enhancing the way in which sport fans engage with sports content and socially interact on their favourite sport events as a community. We partner with key stakeholders within the live sports sector and offer our B2B partners our white-labeled fan engagement features, ready to implement in all their digital properties, allowing them to engage their audience like never before while unlocking new revenue opportunities.

<http://www.yepp.com>

White-Labeled Free-To-Play Contests

One-Pager

Learn More



FAN ENGAGEMENT PLATFORM

Fan Engagement

SCORE NO SCORE

Score No Score is an innovative way to enhance the game watching experience for fans of all interest levels. Users bet tokens on micro-bets such as, will there be a run scored in a given inning, or whether a football drive will result in points. Players swipe left or right (betting tokens) when the outcome is in doubt and then have the option to double their bet one time during the current drive or half inning. In essence, the "odds" are created real time exclusively by the players in the game. The goal is to add more gratification to the gaming watching experience as players try to out predict each other on the outcome of the next scoring opportunity.

[.Download the App!](#)

Learn More



FAN ENGAGEMENT PLATFORM

Fan Engagement

Fandifi

Fandifi is a crowd based and system generated prediction fan engagement platform. The Fandifi platform runs on associated neural networks tailor-made for content creators to increase gamification of their content and enable fan engagement within their communities regardless of the form of distribution. Whether Esports, Sports or any type of broadcast or streamed content, Fandifi is revolutionizing the way fans interact with their favourite content. With its innovative features and monetization opportunities, Fandifi is poised to become the go-to platform for content creators looking to engage with their audience and sponsors.

[.https://fandifi.com/](https://fandifi.com/)

One-Pager

Learn More



VENUE MANAGAEMENT & MARKETING

Circa Sports at Circa Resort & Casino!

Welcome to Circa Sports at Circa Resort & Casino!

Home of the Best Game | Home of the Best Game

BHG

BACKAL
HOSPITALITY
GROUP

DUE
DILIGENCE

Venue Event Management

Venue Management & Marketing

BACKAL HOSPITALITY GROUP

The Backal Hospitality Group is rooted in iconic celebrations, offering planning, personalization, and unique venues to support gatherings in whatever shape they might take. We represent the union of value and luxury in event planning, offering all the components you might need to create your perfect event. From venues, to décor, to planning, and more, BHG provides a seamless execution of elevated food and service with a “never say no” attitude.

[.https://backalgroup.com/](https://backalgroup.com/)

Learn More



Venue Event Management

Venue Management & Marketing

eFANGAGE

eFanGage brings a venue based Sports Engagement platform to restaurants, bars and arenas. The eFangage solution includes a robust backend solution for managing the platform, engagement tools and loyalty rewards for the venue and the client, as well as a mobile client download for Android and iPhone.

[.https://www.efangage.app/](https://www.efangage.app/)

Learn More

The logo for Riviera Sports Marketing (RSM) features the letters 'RSM' in a large, bold, blue serif font, enclosed within a dark blue rectangular border.

RIVIERA SPORTS MARKETING

A hand is shown holding a glowing, translucent orb. Inside the orb, the words 'DUE DILIGENCE' are written in a white, sans-serif font. The background is dark with blue and white light effects, suggesting a digital or data-driven environment.

DUE
DILIGENCE

Sports Marketing Agency

Venue Management & Marketing

RIVIERA SPORTS MARKETING

Riviera Sports Marketing focuses on helping emerging and international brands and professional sports teams/leagues to find new sources of revenue, partners and customers. RSM supported SCCG in brokering the data partnership between LSports and the American Ultimate Disc League

[.https://rivierasportsmarketing.com/](https://rivierasportsmarketing.com/)

Learn More

IGAMING PLATFORMS, CONTENT AND IP

B GAMING iGaming Slot Content	HOLLYWOOD TV The ultimate live games provider for your business
BEE FEE LTD Gaming Platform Solutions	JOGO GLOBAL Online Mobile Gaming Platforms
BF GAMES Gaming Studio and Content	JUNTO CREATIONS Game Design Studio
BOOMING GAMES Innovative HTML5 iGaming	PDX SLOTS Regulated iGaming RGS
ELBET Class II Slots	SPADE GAMING Asia's Top Online Slot Games
FILS GAME Gaming Solutions and Development	SPINMATIC Multi-platform software solutions for bookmakers and casinos
21STUD Virtual No-Hit Blackjack	VEGAS AMUSEMENT Electronic Table Games Platform
GREENTUBE PRO / BLUEBAT Social iGaming Casino Platform and Studio	WWTG WORLD WIDE TABLE GAMES Online and Live Table Games
WINFELLAS Multiplayer Gaming Technology	LAND VEGAS iGaming Metaverse Platform
KAJOT GAMES iGaming Slot Content	PANDABET Casino Game Content
SLOT ZOMBIE Crowdsourced Casino Reviews, Advertising and Rewards	LADY LUCK HG Leading Slots Influencer
MONDOGAMING Sportsbook and iGaming Software Solution	

IGAMING AND AFFILIATE MARKETING SUPPORT

AWARE INC Enrollment, Authentication, Identification, Secure Transactions	MIRACL Frictionless Secure Authentication
PREFERRED PAYMENTS Payment Processing Solution	NETACEA Bot Detection and Management
IDNOW Identity Verification Services	SHANK MARKETING Digital Marketing Solutions
INNOVUM TECHNOLOGIES Regulatory Compliance, Licensing	SIGNATURE PAYMENTS Payment Processor
Jooba iGaming Jackpots	STACK DIGITAL SEO / PPC Agency for iGaming
KINECTIFY Know your Customer (KYC) and Risk Management Tools	SYMPLYFY AI and Machine Learning Powered CRM
MEDIATROOPERS iGaming / Mobile Affiliate	WYNNTA Affiliate Marketing Solutions
eWORDofMOUTH Cardless Loyalty, Referral, and Rewards System for Casinos	ZIQNI Gamification Solutions for the Gaming Industry
Plan A TECHNOLOGIES Software and Lead Digital Transformations	CAPTAIN UP Cloud-based Engagement and Retention Platform
PROMETEO IT Casino Management Solutions	SEAMLESS CHEX iGaming Payment Solutions
FANDIFI Fan Engagement Technology	

LOTTERY

XITE HOLDINGS LTD / AZ
Alphabet Lottery Products and Platforms

SPORTS WAGERING

BETFRED USA SPORTS Sports Betting Management and Platform	INSIDE THE POCKET Competitive Sporting Games
BETSWAP Sports Wager Secondary	ISI RACE AND SPORTS Reward and Recruit your Players
BETSSON GROUP Full Service Gaming and iGaming	LOSERS LEAGUE Where the Losers always Win
BETTORLOGIC Data Driven Sports Marketing	LOW6 Sports Gamification
BETTORFANTASY Fantasy Sports Platform	METRIC GAMING Cloud Based Sportsbook Platform
BOUNTY SPORTS Daily Fantasy Sports Platform	TOUR TRADER PRO Sports Exchange Platform
CLIQUE PICKS Social Sports Betting Platform	WAGER WIRE Marketplace for Sports Bets
SPARKET Customizable Pool-Wagering	GOLDEN RACE Virtual Sports Betting Software and Technology
GRIN GAMING Hundreds of contests a day on your favorite sports	SNAPODDS Shazam for Sports Betting
INCENTIVE GAMES Reward and Recruit your Players	SCRIMMAGE Rewards Program for Sports Bettors
ZED RUN Skill Based Virtual Horse Racing Platform	SSTRADER Football Prediction Tools

SPORTS MARKETING / FAN ENGAGEMENT

BACKAL HOSPITALITY GROUP Hotel, Restaurant and Venue Management	RSM RIVIERA SPORTS MARKETING Sports Marketing Agency
BET DECIDER Sports Betting Website	SCORE NO SCORE Micro Betting Platform
EFANGAGE Venue Based Customer	SPORTS CREW Venue-Driven Event Marketing
YEPP Sports Fan Engagement Solutions	

SPORTS DATA AND STREAMING TECHNOLOGY

ATHSTAT Sports Data Analysis	ODDS AI AI Powered Odds
DATA SPORTS GROUP Sports Data Tools for Media	PLAY CALLER SPORTS Micro-Betting Odds & Platform
DEUCE OF DIAMONDS Data Analytics	RONIN SPORT TV Guides for Live Sports
ODDIT Odds Pricing and Analytics	SPORTSSEAM Visual Data Transformation
ROLLING INSIGHTS Sports Data Feed Provider	

HARDWARE SOLUTIONS

NEVATRONIX
Sports Wagering Hardware Solutions

TOPAZ
TOPAZ TECHNOLOGY GROUP
Signage and Display Technology

SPORTS LEAGUES

7 BALL RUN Patented Live Cue Sport	HENDRICK MOTOR SPORTS Pro Auto Racing
AMERICAN CORNHOLE LEAGUE Cornhole Sports at all Levels of Play	MASL Major Arena Soccer League
AUDL American Ultimate Disc League	NORTHWOODS LEAGUE Collegiate Summer Baseball
CINCINNATI BENGALS NFL Team	VERSUS FC Fan Driven MMA
PILLOW FIGHT CHAMPIONSHIP Professional Pillow Fighting League	RACE TEAM ALLIANCE Alliance of Professional Race Teams
RACING AMERICA Auto Racing Media Platform	

ESPORTS SOLUTIONS

GG RECON Esports Publisher	PICKLEBET Online Esports Betting Platform
GREYDOT Esports Affiliate Media	PLAYER'S BEST Esports Affiliate
ODDIN.GG Live Esports Data API	WAGYU GAMES WEB3 Blockchain Gaming
J2M J2M Gaming, Esports Consulting	GAMER WAGER Peer to Peer Esports Betting

RESPONSIBLE GAMING

BETTER CHANGE Responsible Gaming Services	KINECTIFY ADVISORY Responsible Gaming
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PROFESSIONAL SERVICES

BOSTON LINK iGaming, Financial Services and Tech Industry Recruitment	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
IGAMING LAW GROUP (ILG) iGaming Law Group	SCCG MEDIA Marketing, Advertising, and PR Content
MARRIOTT CORPORATION San Juan, PR	SCCG RECRUITING Global Gaming Talent Recruitment
MOHEGAN SUN Uncasville, CT	SCCG RESEARCH Gaming Industry Research
QUINALT BEACH RESORT Washington State	SCCG TOP 20 IN THEIR 20'S Gaming Achievement Award
QUINALT INDIAN NATION Washington	SCCG VENTURE FUND I Investment
ADAPTS STUDIOS Media Content Creator and Distribution	ABADALA ADVOGADOS Brazil-Based Law Firm

SCCG MANAGEMENT



STEPHEN A. CRYSTAL
FOUNDER & CEO

Get In Touch

STEPHEN A. CRYSTAL

Founder and CEO
SCCG Management

 **MOBILE**

+1 702 427-9354

Whatsapp

+1 (725) 502-5033

 **EMAIL**

stephen.crystal@sccgmanagement.com

 **SOCIAL MEDIA**

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