

# SCCG NextGen Announces Partnership with Rap Icon Birdman to Merge Brand Influence with Gaming

*SCCG NextGen to integrate celebrity IP and influencer-driven content, creating immersive, player-centric experiences through its partnership with Birdman*

LAS VEGAS, NV, UNITED STATES, October 3, 2024 /EINPresswire.com/ -- [SCCG, a global leader in](#)

[advisory for the gaming industry](#), is thrilled to announce the official launch of its [new talent agency vertical, SCCG NextGen](#). This new division is committed to advancing acquisition and engagement strategies by integrating a diverse portfolio of talent, IP, and brands into the real money gaming industry. SCCG NextGen is kicking off its debut with a landmark partnership with the iconic rapper and record executive, Bryan Christopher Williams—better known as Birdman.

“

Partnering with SCCG NextGen, we're about to level up and bring something fresh to the scene. I've always been about breaking new ground, and this move into gaming is just that”

*Bryan “Birdman” Williams, Co-Founder of Cash Money Records*

Birdman, Co-Founder of Cash Money Records, brings his global influence and entrepreneurial spirit to SCCG NextGen, marking a significant step forward in the intersection of [entertainment and real-money gaming](#). This

partnership aligns with SCCG NextGen's commitment to enhancing the gaming industry by leveraging celebrity IP and influencer-driven content to create engaging, player-centric experiences. Look forward to more NextGen Partnerships with major icons across music, sports, and entertainment

Stephen Crystal, Founder and CEO of SCCG Management, shared his enthusiasm for the new venture: “We're proud to officially launch SCCG NextGen, an exciting new vertical dedicated to bridging talent, brand integration, and innovation within the gaming industry. We are equally honored to announce our partnership with Birdman, a true cultural icon whose influence will help drive the unique experiences we aim to deliver. SCCG NextGen represents our commitment to pushing the boundaries of what's possible in gaming and entertainment.”

Kahari S. Nash, The BooRay! King & CEO of KSN Gaming, followed by explaining the origin of

Birdman's involvement: "I was royally pleased with SCCG's results with BooRay! so I made that 'Bird Call' to my Whoadie, Ceto President Power & Money Entertainment (Cash Money Affiliate), to see if Birdman wanted to use his global brand in the Gaming Industry like Drake did with Stake Casino. I knew it was a natural fit for Birdman because he's a Big Gambler and the #1 Stunna."

Garceto "Ceto" Hickerson, President of Power & Money Entertainment, added: "I had been watching what my Whoadie was doing with the BooRay! Brand, so when he presented this opportunity to me for Birdman with SCCG, I said let's make it happen, and we did."

Bryan "Birdman" Williams, Co-Founder

of Cash Money Records shared his excitement about the new venture:

"Gaming and entertainment? That's the perfect mix. Partnering with SCCG NextGen, we're about to level up and bring something fresh to the scene. I've always been about breaking new ground, and this move into gaming is just that. We're about to stun the industry with what's coming next."

SCCG NextGen builds on SCCG's vast experience in driving growth through strategic partnerships and influencer collaborations. One of its landmark deals includes a successful partnership with top Slots influencer, Lady Luck HQ, which helped cement SCCG's position as a pioneer in aligning content creators with gaming brands. SCCG NextGen will continue this legacy by developing and promoting unique experiences, from celebrity-branded games to in-game influencer integrations, creating new avenues for engagement.

As part of this new initiative, SCCG NextGen will focus on delivering strategic partnerships, exclusive game development, and IP integrations. From celebrity-branded games to customized influencer-driven marketing campaigns, SCCG NextGen aims to provide gaming operators and brands with access to talent and IP that resonates with both global and local audiences.

About Birdman

Birdman is an American rapper, record executive, and entrepreneur. In 1991, he co-founded Cash Money Records with his brother Ronald "Slim" Williams, one of the most successful record



The image is a promotional graphic for SCCG NextGen. It features a dark purple background. At the top, the word "SCCG" is in a small white font, followed by "ANNOUNCES" in large, bold, white capital letters. Below this, the main headline reads "Pivotal Partnership with Rap Icon Birdman to Merge Brand Influence with Gaming Through SCCG NextGen" in white and pink text. In the center, there is a white rectangular box containing the "SCCG NEXTGEN" logo, where "SCCG" is in purple and "NEXTGEN" is in orange. On either side of the logo are portraits of two men: on the left, a man with a grey beard and a flat cap (Garceto "Ceto" Hickerson), and on the right, a man with sunglasses and a white shirt (Bryan "Birdman" Williams). Below the portraits, the text "SCCG NextGen Announces Partnership with Rap Icon Birdman" is written in white.

labels in music history. He has been instrumental in shaping hip-hop culture and continues to influence new generations of artists and fans.

#### About SCCG NextGen

SCCG NextGen is the Talent Agency vertical of SCCG, crafted to meet the evolving needs of our partners and the broader gaming industry. We develop projects that integrate celebrity IP, create content that connects with both global and local audiences, and blend digital and real-world experiences. Through these partnerships, we aim to build authentic connections and enhance the overall gaming experience, while staying responsive to the changing dynamics of the gaming industry.

<https://sccgmanagement.com/areas-of-expertise/2024/9/17/redefining-possibilities-in-gaming-with-brand-influence-and-ip/>

#### About SCCG Management

SCCG Management is a leading advisory firm in the global gaming industry, dedicated to driving strategic growth and maximizing revenue for over 120 client-partners across diverse iGaming verticals. With offices in North America, Latin America, Africa, Asia, Europe, and Brazil, our team of seasoned industry executives leverages global relationships to enhance product distribution and seize new market opportunities. With over 30 years of experience, we specialize in navigating the complexities of tribal gaming, capitalizing on emerging markets, fostering igaming innovations, managing intellectual property, facilitating mergers and acquisitions, and advancing sports wagering and entertainment ventures.

<https://sccgmanagement.com/>

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