

SCCG Announces Partnership with Bumble Mobile for White-Label Wireless

*Bringing Branded Mobile Services to
Casinos, Sportsbooks, Sports Franchises,
and Prediction Market Operators Nationwide*

LAS VEGAS, NV, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [SCCG Management](#), a global

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*Stephen Crystal - Founder &
CEO, SCCG*

advisory firm specializing in the gambling and sports entertainment industries, today announced a strategic partnership with Bumble Mobile, Inc. to bring white-label wireless solutions to casinos, sportsbooks, sports franchises, prediction market operators, and affinity brands across the global gambling industry. The partnership positions SCCG as Bumble Mobile's market representation channel into the gaming and entertainment sectors.

Bumble Mobile operates as a mobile virtual network operator (MVNO) with partnerships across major U.S.

carrier 5G networks and satellite connectivity. The company enables organizations to launch fully branded wireless services, including mobile plans, home internet, and device warranty programs, without any infrastructure investment, regulatory burden, or customer service overhead. Bumble Mobile handles all compliance, billing, and customer care as the carrier of record, allowing brand partners to focus entirely on marketing and fan engagement.

The white-label wireless model has already gained significant traction globally. More than 25 sports brand MVNOs have launched successfully worldwide, including programs with FC Barcelona, Red Bull, Bayern Munich, Fenerbahce, and Celtic FC. Year one revenues for these programs have typically ranged from \$4 million to \$11 million, driven by strong initial adoption, low marketing spend relative to subscriber revenue, and approximately 30% lower churn than standard carrier plans.

"Bumble Mobile gives every casino, team, and operator the ability to put their brand in the customer's pocket 24/7. That changes the relationship entirely," said Stephen Crystal, Founder and CEO of SCCG Management. "We see wireless as one of the most under-explored revenue and engagement channels in the gambling industry, and Bumble Mobile has the infrastructure, the carrier relationships, and the global proof points to deliver it at scale."

Under the partnership, SCCG will deploy its commercial network, media footprint, and industry relationships to identify, qualify, and introduce brand customer prospects to Bumble Mobile across several target verticals, including tribal casino operators, commercial casino groups, online gambling operators covering sports betting, online lottery, and online casino, sports leagues and franchises, prediction market platforms, retailers with established loyalty programs, and other affinity brands with customer bases exceeding 25,000 end users.

Beyond connectivity, the partnership unlocks a significant data advantage for operators. Bumble Mobile's platform captures first-party subscriber data from both carrier networks and satellite sources, delivering substantially greater data volume than standard carrier sources alone. Combined with behavioral insights generated across the company's ecosystem of over 15,000 apps worldwide, this creates a personalization and player development layer that no social media channel or email marketing campaign can replicate. For casinos and sportsbooks focused on lifetime value and player retention, this data capability represents a material competitive edge.

Bumble Mobile also offers fixed wireless internet solutions for both commercial and residential use, along with in-house credit card processing capabilities spanning standard and high-risk verticals. These additional services create further revenue and bundling opportunities for gaming and entertainment brand partners.

SCCG's marketing support for Bumble Mobile will include features across the SCCG Weekly Newsletter, which reaches over 26,000 gambling industry professionals, targeted articles with SEO backlinks, LinkedIn amplification, dedicated email campaigns, co-branded webinars, and conference visibility at major industry events including G2E Las Vegas, ICE, SBC, NIGA/IGA, and SiGMA Americas.

Matthew Kincaid, CEO of Bumble Mobile, added, "We built this platform so that any brand with a loyal audience can offer wireless as a service. SCCG's network and credibility in the gambling industry gives us the fastest possible path to the operators and franchises that will benefit most from this model."

About SCCG Management



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SCCG Management is a global advisory firm with more than 30 years of experience connecting clients to strategic partners across the gambling industry. With an ecosystem of over 130 gaming-related partner companies, SCCG provides market representation, business development, capital introductions, and managed services to operators, technology providers, and brands worldwide. For more information, visit sccgmanagement.com.

About Bumble Mobile

Bumble Mobile, Inc. is an MVNO with partnerships across major U.S. carrier 5G networks and satellite connectivity, providing white-label wireless solutions to organizations across sports, entertainment, retail, education, and financial services. The company's backend infrastructure supports global brands and enables rapid deployment of branded mobile services within 16 weeks of contract execution. For more information, visit bumblemobile.com.

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