

FINANCE GROUP SOCIETYAWARDS

Q2 2019

DEALMAKERS
NEWSLETTER

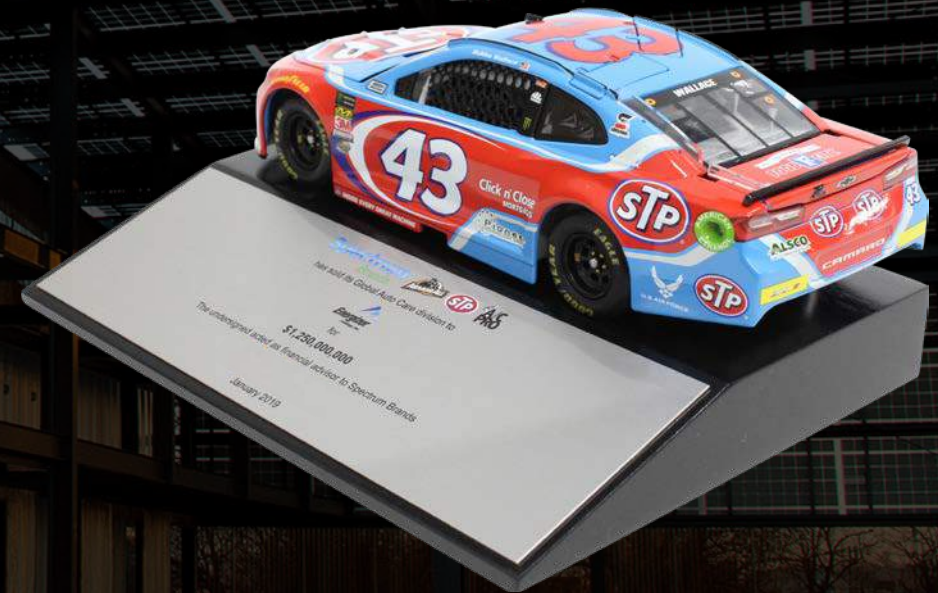


INNOVATIVE PRODUCTION

An essential component of our exceptional service is our purpose-built, US-based production facility, wholly owned by Society Awards. This facility allows us to execute client programs with absolute logistical accuracy. Just two years ago, it was expanded to more than double its original size and was converted to full solar power.

Our production facility supports all customization and personalization, quality control, inventorying and drop shipping. Its central location in the American Midwest allows us to drop ship nationally and internationally with optimal efficiency. This is particularly important to us, as the world's most impressive deal toys are only of value when paired with on-time delivery.

The expansion includes a lot more than an increase in square footage. The front of the building now features an outdoor community events pavilion designed by architect Joe Jattuso. Local charities will have access to the space for benefits free of charge. The local community has been incredibly supportive of Society Awards; this addition was a chance to give back in a meaningful way.



NEW IN DEAL TOYS



THE IMPORTANCE OF DEAL TOYS



Deal toys – also known as deal gifts and financial or Lucite tombstones – are a unique subset of the world of recognition. They are used to commemorate the close of major financial transactions and recognize the work of those involved. They are handed out to the deal team and other stakeholders at closing ceremonies or closing dinners. Each deal toy is customized with specifics of the deal – this text is called the “tombstone” – including dates, logos, roles and size of the deal. Deal toys are created for a number of different transaction types including mergers and acquisitions (M&A), initial public offerings (IPO) and corporate restructurings. Designs vary greatly from the classic Lucite block to elaborate custom pieces in any shape you can imagine.

Business owners, corporate titans, and investment bankers and take great pride in the deal toys they earn. These mementos are displayed prominently on their desks or in the corner offices of the Managing Directors. For ambitious young professionals, their deal toy collection becomes a sort of visual resume. Deal toys also become like credentials for the bank that executes the deal, as they indicate to clients what sort of projects the firm has successfully led.

All the hard work and long hours that go into these huge financial deals are boiled down into these deal toys. It stands to reason that they should be of the highest quality and presentation. Society Awards is recognized globally for providing a luxury product and service. We recognize the significance of the deal toy and we elevate the experience.

BESPOKE DEAL TOYS

The best deal toys are creative. Society Awards has won many awards for our design work because we are innovators in the space.

Our unique process was honed working with large scale marketing operations within world renowned brands that you interact with daily. We have the strictest quality guidelines industry-wide and our proprietary process ensures that we are continuously improving.

The Society Awards Finance Group was created to cater to the needs of the financial services community. We understand the demands of the deal gift ordering process and how important this touch point is in terms of the deal closing processes.

Our role is to help create a memorable experience that improves your team's relationship and brand equity with your most valuable asset, the client.



MUSIC TROPHIES BY S.A.



Pictured above, a selection of some of the famous music trophies we craft.

Hip Hop Honors. The VH1 Hip Hop Honors is a special awards show that occurs every couple years to great fanfare. The last event honored leading women of hip hop and included performances by industry titans and covers of iconic hits.

Academy of Country Music. The ACM is an iconic form that transcends generations. Each year the very best country music talent vie for this striking honor. The form is that of a cowboy hat, extruded into a column.

Billboard Music Award. The BBMA's recognize musical artists based on annual performance on the Billboard Charts. The honors include top song, artist and album for each of a number of different musical genres as well as fan-voted categories.

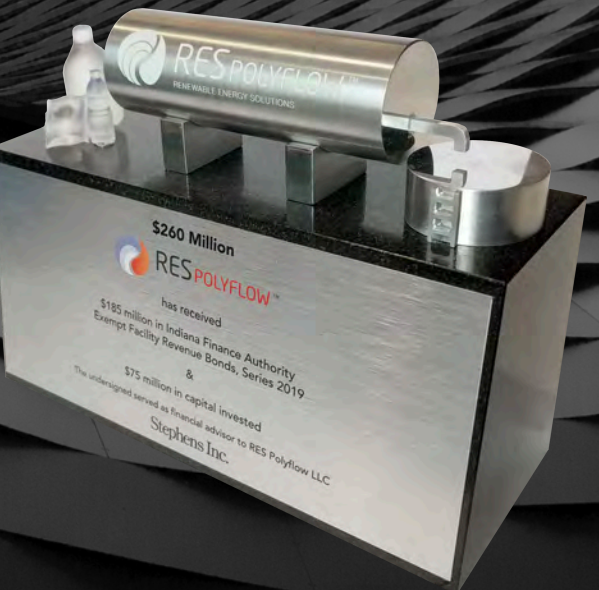
SOCAN. Canada's professional society of composers, authors and music publishers are honored each year at the SOCAN Awards. In collaboration with SOCAN, we created the first ever musical instrument trophy.

The Voice. NBC's singing competition has proven a wild success. The custom trophy pictured above was created to honor the winner each year and give competitors a covetous physical award to lust after.

American Music Award. The AMAs began in 1974 as a different sort of ceremony. It was created to fill the void left when ABC lost rights to air the Grammys. Instead of winners being chosen by industry insiders, the decision is left to the public.

iHeartRadio Music Award. This prestigious music program celebrates musicians for top performance on iHeartMedia platforms. Unlike programs that vote on winners, this awards show uses hard numbers to determine the winners. The awards show started in 2014 and includes such categories as top song, artist and album for each of a wide range of genres.

NEW IN DEAL TOYS



UNPARALLELED PARTNERS

Are you looking for a unique gift to accompany your deal toy? Making the right sort of lasting impression with your deal team and client can be the difference between being staffed on the next deal.

Society Awards has leveraged partnerships in the luxury space to access more brands than any other company in the corporate gifting space.

These relationships mean we can personalize many gift items in our own facility. The possibilities are endless. We can produce anything from deal bags and framed tombstones, to humidors and leather goods each expertly personalized to your specifications.



For project inquiries or questions, reach us at (646) 290-7448 ext. 900
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