

FINANCE GROUP SOCIETYAWARDS

Q4 2019

DEALMAKERS NEWSLETTER



DEAL TOY INDEX

Society Awards has been busy keeping up with the recent uptick in deal toy engagements. As one of the lagging indicators of deal activity, we have a unique perspective on trends in the market.

Our friend Manoj Jain, Partner and CO-CIO of Maso Capital, spoke with Bloomberg News on this topic. Jain explains how the demand for consolidation across sectors, amongst other factors, has driven the recent M&A surge. He believes that the current conditions and readily available dry powder will carry merger mania into the new year.

“Society Awards should anticipate tombstone orders to reach new levels in the coming months as these M&A transactions are completed,” says Jain. We are excited that the deal toy index remains strong into 2020.

Here is a look at the full interview on Bloomberg.



NEW IN DEAL TOYS



YOUTUBE DIAMOND AWARD

In addition to creating the world's most prestigious deal toys, Society Awards is known worldwide as the creator of the world's most famous custom awards.

Our prestigious client list ranges from televised entertainment awards to Fortune 500 corporate awards and from every conceivable industry. This includes most of the iconic trophies as well as many prestigious programs you might not recognize. Among the most visible programs we create is the Diamond Creator Awards.

We are proud to partner with YouTube in crafting this special honor.



A BARREL'S JOURNEY

In 2017 we purchased a barrel of bourbon from the Buffalo Trace Distillery through our industry connections. After yielding a very special batch of bourbon – which we bottled as part of our ten year anniversary – our barrel traveled from Kentucky to Jalisco, México.

A barrel this rich in character lends itself well to a second life aging fine tequilas. Over the last two years, this barrel has been imparting its distinctive flavors on a Corazón tequila blend to become a rich añejo. Buffalo Trace has never before allowed a private barrel to be reused in this way. Through a first of its kind partnership between Society Awards and Buffalo Trace, we innovated this idea, which is now offered to all Single Barrel Select Clients.

Read about the journey of our barrel on Forbes.



NEW IN DEAL TOYS



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.



THE CAR CLUB

Society Awards is a member at the Classic Car Club in Manhattan. We plan to take our top billing clients to an event in Q2 of 2020 to celebrate the success we have had thus far in the deal toy arm of the business.

The Classic Car Club at Pier 76 is a clubhouse like no other, outfitted with a 3,200 square foot Hudson River terrace, duplex private lounge, restaurant, bar and driving simulator room. The cars are in rotation so it is hard to know what will be in stock the day of the event, but the fleet of over 20,000 cars includes classic and modern Lamborghinis, Porsches, and other rare vehicles.

We are excited to extend the invite and celebrate our 2020 partnership.



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