

Q1 2021

**DEALMAKERS
NEWSLETTER**





SOCIETY AWARDS ON NEWSSTANDS NOW

In 2020 Society Awards received its sixth honor on the Inc. 500|5000 List of Fastest Growing Privately Held Companies. This year we partnered with Inc. on an opportunity to appear in the print and digital editions of Inc. Magazine.

While media attention has never been our aim, we are pleased to celebrate this accomplishment with our team and our clients. We are so grateful for the hard work of our team and for the loyalty and creative partnership of our clients, our raison d'être.

DEAL TOY INDEX

Deal toys are a lagging indicator of the strength of the deal economy – think of it as the "deal toy index." As the banking industry remains strong in the face of the pandemic, the deal toy has thrived as well. Significant changes in the financial services sector have influenced the industry's structure and conventions. We are now drop-shipping deal toys to residences or multiple office locations. It has never been more important to choose a tombstone manufacturer you can trust to provide the best quality control before these items arrive at the homes of your clients.

"Society Awards has created a serious, reliable and beautiful brand over the last decade," says Dan Rible, CCO of Society Awards Finance Group. "I've seen the deal toy industry in the most serious of 'ups' and 'downs' over the last 17 years, and I can see the industry now more than ever needs a premium provider that can take the guess work out of procurement."

We have shaken up the industry by offering an innovative, high-end experience to the financial services community. Our hard work was rewarded by being listed on the prestigious Inc. 500 | 5000 List of Fastest Growing Private Companies in 2020.



NEW IN DEAL TOYS



LOGISTICAL ACCURACY

An essential component of our exceptional service is our purpose-built, US-based production facility, wholly owned by Society Awards. This facility lets us execute client programs with absolute logistical accuracy. Four years ago we doubled the facility's original size and converted to full solar power.

Our production facility supports all customization and personalization, inventorying, quality control, 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.





NOT JUST ANOTHER DEAL TOY COMPANY

In addition to creating the highest quality deal toys in the financial services sector, Society Awards is responsible for manufacturing the most iconic awards in the entertainment business.

Pictured above are some of the prestigious awards we make. When you want to impress your client with top notch presentation and prestige, we are the only partner to consider. There is intrinsic value in a deal gift created by the brand known for creating works of art for the most famous business titans and movie stars. Pictured above (left to right): AFTA Koons, David Yurman x ACM, AAFA American Image Awards, CFDA, MTV Fandom, MTV VMA Moon Person, MTV Movie & TV, DWTS Mirrorball, NATAS Emmy, Golden Globes, AMA, iHeartRadio, VH1 Hip Hop Honors, Billboard Music Awards.

YOUTUBE DIAMOND AWARD

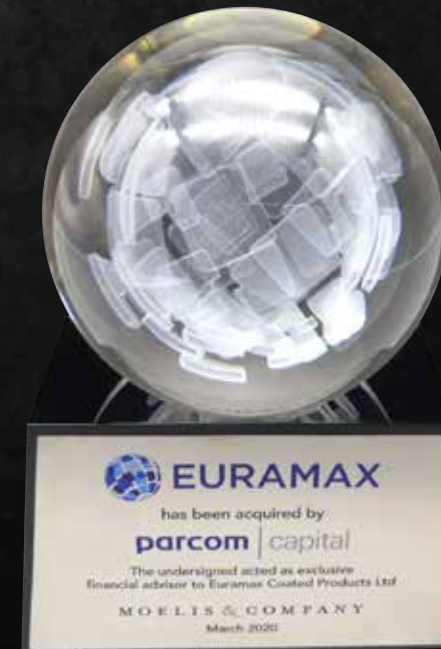
In addition to creating the world's most prestigious deal toys, Society Awards is known worldwide as the creator of the world's most famous custom awards.

Our prestigious client list ranges from televised entertainment awards to Fortune 500 corporate programs and awards 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.



NEW IN DEAL TOYS



THE ARTIFACTS OF THE DEAL

The best deal toys are creative. Society Awards has won many awards for our design work because we are innovators in the space. We honed our process while working with large-scale marketing operations at world-renowned brands. 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.



For project inquiries or questions, reach us at (212) 845-9980 ext. 900
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