

FINANCE GROUP
SOCIETYAWARDS

Q2 2021

**DEALMAKERS
NEWSLETTER**



SOCIETY PURCHASES E.H. TAYLOR BARREL

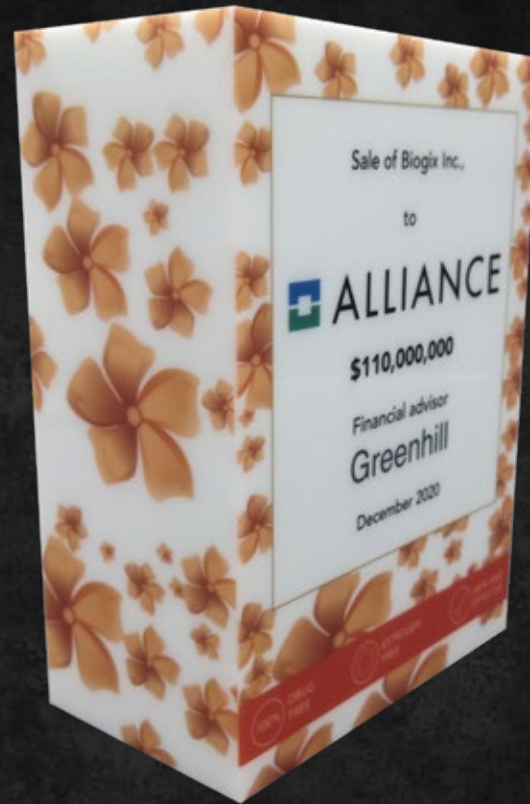
In 2017, we traveled to visit our friends at the Buffalo Trace Distillery in Franklin County, Kentucky. The purpose of our trip was to purchase a very special barrel of ten-year-old Eagle Rare Bourbon. That barrel was bottled as the Society Awards 10 Year Anniversary Bourbon and then gifted to Society Awards clients. This was a unique opportunity, and the first-ever collaboration of its type.

In 2020, we selected a barrel of EH Taylor—one of Buffalo Trace's most exclusive whiskeys. This is the first time they have ever allowed a private purchase of EH Taylor. We are incredibly proud to partner with Buffalo Trace in this project. In January 2021, the barrel was finally moved from its home of 10 years on the 8th floor of warehouse I and bottled exclusively for Society Awards.

Our EH Taylor Single Barrel Bourbon is a remarkable spirit that we look forward to sharing with friends and clients.



NEW IN DEAL TOYS



MRBEAST CUSTOM GIFT

YouTube sensation MrBeast is known for his over-the-top stunt videos and philanthropy. In early 2021 he passed a monumental milestone — fifty million subscribers on YouTube. This is an accomplishment few YouTube Creators achieve, a major milestone to accomplish. There is no official YouTube award for this achievement, but our client wanted to create a unique, one-of-a-kind gift to present to MrBeast and mark the occasion.

Our talented design team did a deep dive into MrBeast's brand to present a series of design directions. The final design chosen incorporates his iconic wildcat-with-lightning-bolts logo in a 3-dimensional sculpture.

The form is crafted in high-end Lucite acrylic, which allows for a large and colorful form with a prismatic quality similar to crystal without the associated weight. The final sculpture is hand-polished to a brilliant luster and presented on a black Lucite base.



NEW IN DEAL TOYS





ICONIC WOMEN'S EMPOWERMENT AWARDS

In honor of Women's History Month, we wanted to highlight a few prestigious, women-focused organizations that we are grateful to be a part of. From left to right: EmpowHER PathMaker Icon Award -Champion of Change, Billboard Women in Music Award, Markets Choice Awards: Women in Finance, AWM Gracie Award and U.S. Soccer #SheBelieves Cup.

WE'RE ON SOCIAL MEDIA

Did you know that SA Finance Group is active on Social Media? "Like" us on Facebook, and follow us on Instagram and Twitter to stay updated with all of the latest news and deal toys.



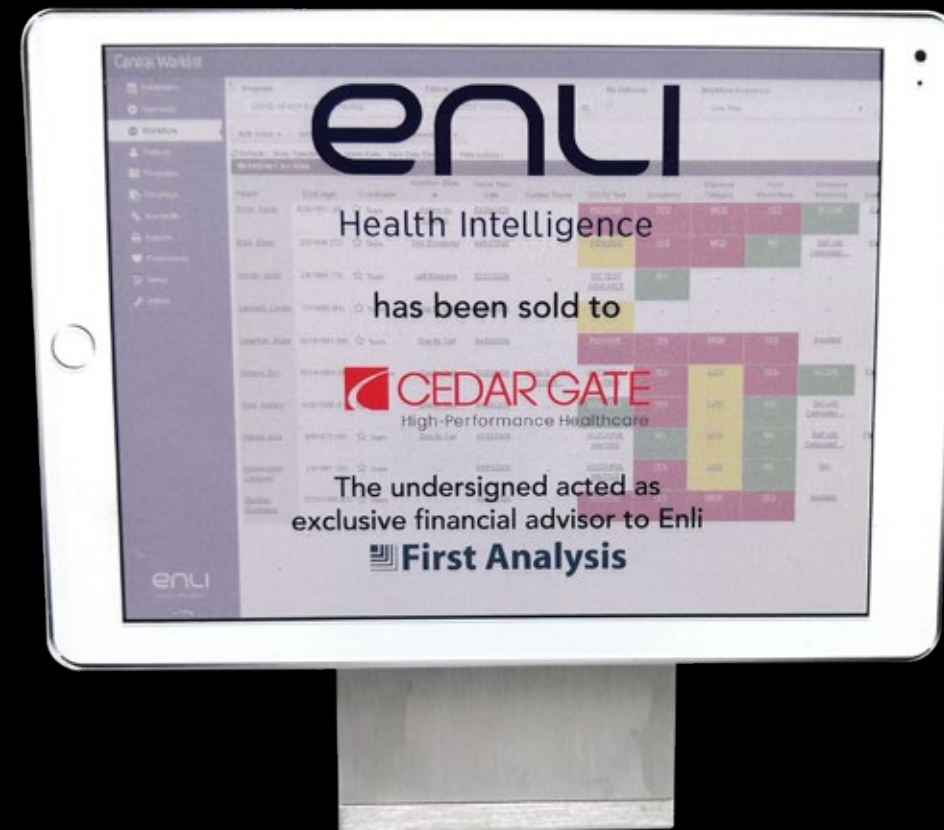
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SOCIETY AWARDS EXCLUSIVES

Do you have a closing event right around the corner, but you don't want to show up with another Lucite rectangle? Society Awards has a unique solution not found anywhere else. We have a large inventory of unique deal toy shapes designed to work for different industry groups and transaction types.

These can only be purchased from Society Awards as they are uniquely designed by the same craftspeople that have designed the most noteworthy deal toys and awards of the last decade. Although they are made from stock pieces in our warehouse, they look like completely custom pieces.

The materials we used in this collection are a cut above what traditional deal toy providers use.



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