

FINANCE GROUP SOCIETYAWARDS

Q3 2021

DEALMAKERS
NEWSLETTER



NEW OFFICE CHARLOTTE, NC

The Charlotte office — which opened in late November 2020 — is located in the fashionable Atherton Mill development in the city's South End. The new space houses a team of Concierge Account Managers alongside C-Suite executives.

Lyle Darnall is Managing Director of EDENS, the storied brand that revitalized and now owns Atherton Mill. Darnall says, "It's been an exciting and transformational time for Atherton. Our community of retail, restaurants and residents has further enlivened the South End. The addition of Society Awards brings a special element of office space. Atherton's rich history of design and manufacturing is a natural fit for Society Awards' new home."

Society Awards chose Charlotte based on the vibrant culture, business community, and talented workforce. In a few short months Society Awards has already assembled a strong and talented team to fill the Charlotte office.



NEW IN DEAL TOYS



2021 BET HIP HOP AWARDS

The 2021 BET Hip Hop Awards ceremony took place on October 5, 2021 at the Cobb Energy Performing Arts Centre in Atlanta, Georgia. The BET Hip Hop Awards celebrate the biggest moments in hip-hop music with performances from talented artists, and awards for the year's best music videos, songs and more.

Lil Jon, Nelly, and Young Thug were among the many artists who performed at the event. The big winners of the night were Tyler, the Creator, who was honored with the inaugural Cultural Influence Award. Cardi B and Meg Thee Stallion won three awards for "WAP" and Nelly was honored with the I Am Hip-Hop Icon Award.

Society Awards is honored to have crafted the custom made microphone and turntable award for the BET Hip Hop Awards.



NEW IN DEAL TOYS



INNOVATING THE DEAL

As part of our commitment to continuous improvement and innovation, we are always exploring new methods of fabrication. We have been researching advances in 3-D printing since its popularity began to surge several years ago. Recent improvements in the capabilities of 3-D printers sparked our purchase of several machines.

Our designers and production team are up and running with the technology and they have already produced our first 3-D printed deal toy. Ask your concierge about printed deal toys and deal toy decorations for your next project.



41ST ANNUAL NYWIFT MUSE AWARDS

The 41st annual NYWIFT Muse Awards were held virtually on December 17, 2020, featuring a diverse roster of honorees, including trailblazing directors, revolutionary news reporters and prominent actors. This distinguished award is given to outstanding women each year because of the inspiration they have provided in their various fields. The Muse Awards have been held by New York Women in Film & Television for 40 years to honor women of vision and achievement. It is NYWIFT's signature fundraising event, and is attended by a passionate audience of 1,200 top executives from every major studio, broadcast and cable network, and film production facility.

The 2020 Muse Awards celebrated "Arts & Advocacy," as a way of honoring creatives for their role in advancing positive social change. The honorees included actress and rapper Awkwafina, actress Rachel Brosnahan, actress and producer Rashida Jones, Tony winner Ali Stroker, and others.

Society Awards designed and manufactured the 2020 Muse Award statuettes in partnership with Acclaimed Designer David Yurman. The custom awards feature David Yurman's iconic cable twists in 24k gold.



CUSTOM STYLE

The design of your deal toy should reflect the organizations and stakeholders involved. Sometimes the best way to accomplish this is with a three-dimensional model.

In some instances this lends a fittingly playful element. When done correctly, it creates a strong sense of attachment for stakeholders.

Figuring out the right style is important to capture the spirit of the deal. We can create fully custom models to suit your vision or customize existing elements for a custom feel.



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