

# FINANCE GROUP SOCIETYAWARDS

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DEALMAKERS  
NEWSLETTER





# NEW IN DEAL TOYS



# DEAL TOYS' SIGNIFICANCE



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 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.



# EXCLUSIVE SHAPES PROGRAM

Do you have a closing dinner 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 use in this collection are a cut above what traditional deal toy providers use.

Here are a few examples.







# EXPERTISE BEYOND DEAL TOYS

Society Awards is responsible for producing the most iconic awards in the entertainment industry in addition to the best deal toys in the financial services industry.

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, VMA Moon Person, Movie & TV, DWTS Mirrorball, NATAS Emmy, Golden Globes, AMA, iHeartRadio, VH1 Hip Hop Honors, Billboard Music Awards.

# 3D ETCHING

Some deal gifts require a greater balance between subtle sophistication and the wide amount of information that they still need to convey.

This type of project can be well addressed with the addition of a technique known as 3D etching. In this method lasers are used to create an opaque, three dimensional object that appears to float inside a piece of crystal.

The effect is another visual element that can add great meaning and value to your deal toy without adding distraction from logos and tombstone text.





# YOUR DEAL PROVIDER OF CHOICE



Why is Society Awards the deal toy provider of choice?

We are one of only two vertically integrated deal toy firms—with manufacturing, sales, and design all under one roof—in the world. This, along with our flat organizational structure, makes our value proposition unmatched.

Our experienced team of professionals has over 25 years of combined experience in the financial tombstone space, making the entire process run smoothly for you and your team.

We know what it takes to make a lasting impression with your colleagues and client. In the end that is what it is all about.

# UNMATCHED 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.



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