

FINANCE GROUP SOCIETYAWARDS

Q3 2023

DEALMAKERS
NEWSLETTER



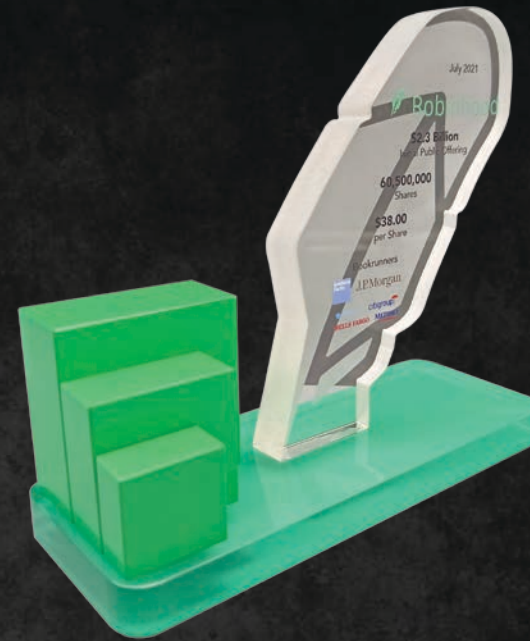
BESPOKE DEAL TOYS

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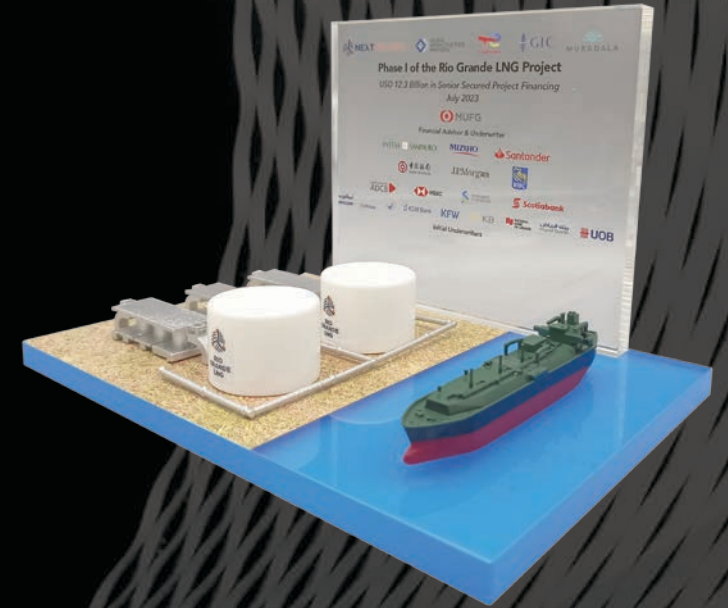
Our unique process was honed working with large scale marketing operations within world renowned brands that you interact with daily. We have the strictest quality guidelines industry-wide and our proprietary process ensures that we are continuously improving.

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.



NEW IN DEAL TOYS



BEYOND THE RED CARPET

Society Awards, the premier designer and manufacturer of luxury, custom, and limited-edition deal toys, will launch an immersive exhibition titled "Beyond the Red Carpet: Iconic Awards and Artistic Collaborations" on December 1 at The Mint Museum in Charlotte, North Carolina. The 10-week exhibition will spotlight the artistic and artisanal aspects of luxury awards.

"No one's ever done anything like this," said David Moritz, CEO of Society Awards. "While many of the entertainment and famous awards are only ever seen by their recipients, or through your television, they are icons, artwork, and masterpieces that represent the pinnacle of achievement in every industry. We want to share the breadth of that cultural experience with everyone, and showcase the art representing these milestones. You might find something unexpected!"

Established in 1936 as North Carolina's first art museum, The Mint Museum is a leading, innovative cultural institution and museum of international art and design. With two locations - Mint Museum Randolph in the heart of Eastover and Mint Museum Uptown at Levine Center for the Arts - the Mint boasts one of the largest collections in the Southeast and is committed to engaging and inspiring members of the global community.

Fittingly, The Mint Museum holds the distinguished status of being the leading craft museum in the nation.



THE IMPORTANCE OF DEAL TOYS



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.

NEW IN DEAL TOYS





Society Awards was named one of the fastest-growing companies in Inc. Magazine for the eighth time in a decade, a rare achievement that only 0.89% of companies can claim in the history of the Inc. 5000 list. "Being chosen for the Inc. 5000 list for the eighth time is an incredible honor," said David Mortitz, CEO of Society Awards "This recognition is a testament to our company's continued dedication to creating elevated luxury custom awards and trophies that represent a lifetime of achievement and success for talented artists and brands around the world." Society Awards designs and crafts custom awards for a diverse client list that ranges from televised entertainment programs and large-scale digital media awards to Fortune 500 companies and esteemed associations.

The accomplishment is representative of Society Awards' unrivaled success and ability to consistently scale in an exceptional way, a recognition that very few have ever achieved. "Running a business has only gotten harder since the end of the pandemic," says Inc. editor-in-chief Scott Omelianuk. "To make the Inc. 5000-with the fast growth that requires-is truly an accomplishment. Inc.is thrilled to honor the companies that are building our future."

THE ARTIFACTS OF THE DEAL

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