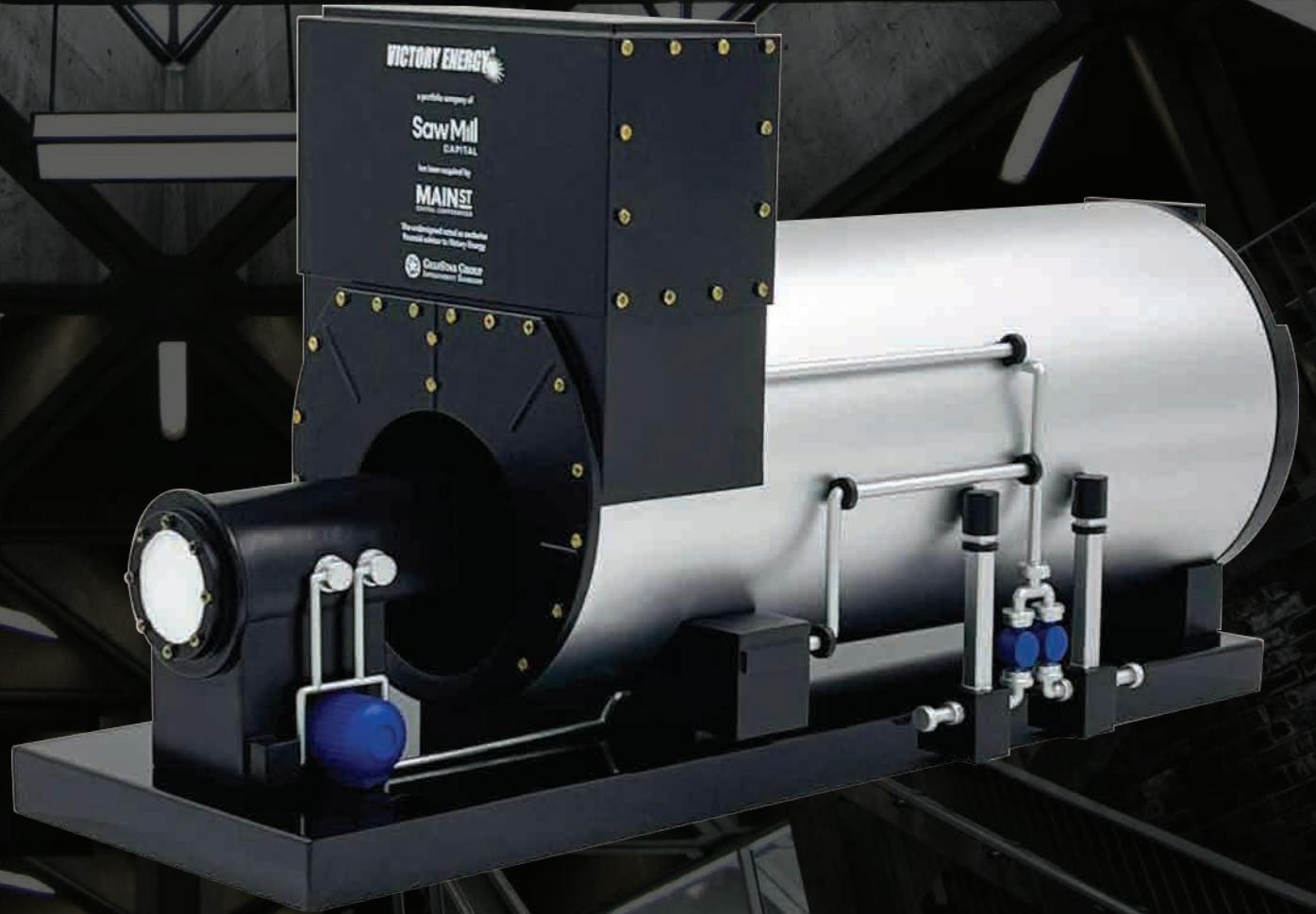


FINANCE GROUP

SOCIETY AHEADS



Q1 2025

DEALMAKERS  
NEWSLETTER

# 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.

For close to a decade, our designers and production team have been using 3D printing to expand the creative possibilities of custom deal toys. This technology allows us to incorporate intricate details and innovative design elements that set each piece apart. Ask your concierge about adding 3D-printed features or decorative accents to your next project.



# NEW IN DEAL TOYS



# (WALL) STREET CRED

We have more than two decades of experience servicing the most powerful dealmakers in the industry and a deep understanding of the complex needs of bulge-bracket, middle-market and boutique financial institutions.

Our team includes highly skilled designers, engineers and craftspeople who have crafted some of the most diverse and complex deal gifts and awards in the world. Whether crafting a licensed replica of a seated rabbit by Jeff Koons or a classic crystal tombstone, we execute with industry-leading and uncompromising standards.





# 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.

# 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 act as 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.

# 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 20 years of 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.



For project inquiries or questions, reach us at (646) 290-7448 ext. 900  
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