

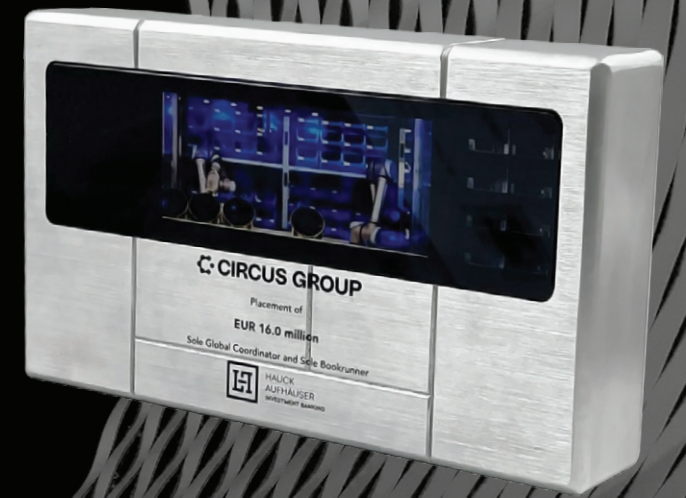
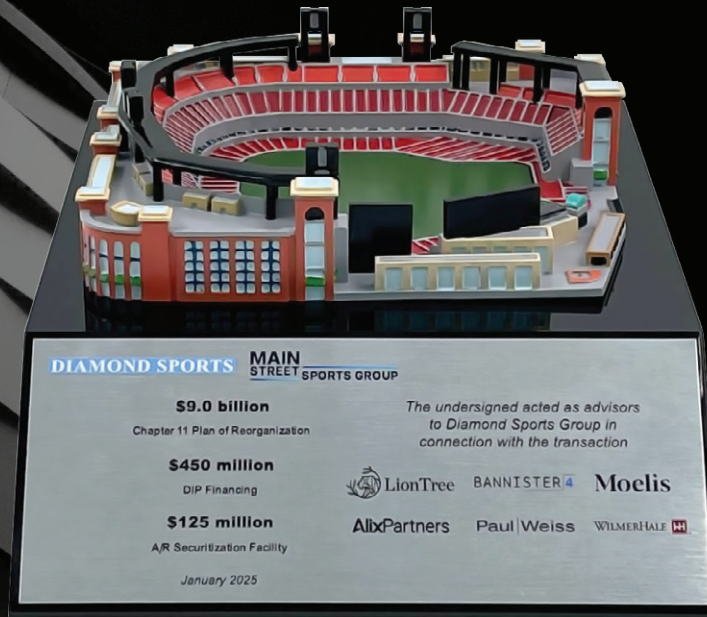
FINANCE GROUP
SOCIETYAWARDS



Q2 2025

**DEALMAKERS
NEWSLETTER**

NEW IN DEAL TOYS



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 closing 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.

YOUTUBE DIAMOND AWARD

In addition to creating the world's most prestigious deal toys, Society Awards is known worldwide as the creator of the world's most famous custom awards.

Our prestigious client list ranges from televised entertainment awards to Fortune 500 corporate awards and from every conceivable industry. This includes most of the iconic trophies as well as many prestigious programs you might not recognize. Among the most visible programs we create is the Diamond Creator Awards. This spectacular trophy is presented to YouTube Creators that have achieved ten million subscribers on their channel.

We are proud to partner with YouTube in crafting this special honor.



BESPOKE DEAL TOYS

The best deal toys are creative. Society Awards has won many awards for our design work because we are innovators in the space.

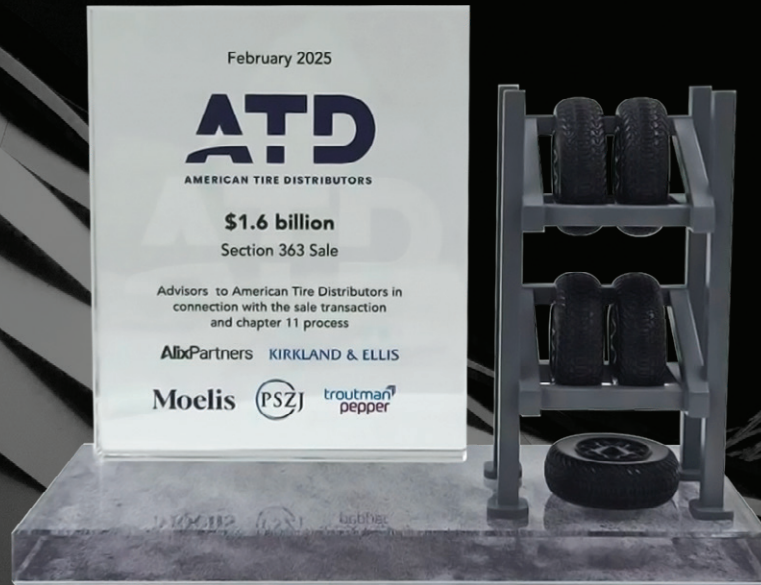
Our unique process was honed working with large scale marketing operations within world renowned brands that you interact with daily. We have the strictest quality guidelines industry-wide and our proprietary process ensures that we are continuously improving.

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



MAKING THE UNEXPECTED REAL

We love creating unexpected objects infused with our brand flair. As with any piece of work that emerges from our studio, our latest gift is of the highest design and craftsmanship.

To accomplish this project, our skilled designers were provided the freedom to be creative. The brief was simple: design something that is useful, beautiful and desirable. We wanted this to be an object that, like our deal toys and trophies, people are proud to put on their desk.

The result is a letter opener with an intriguing dagger silhouette. The sharp point makes it surprisingly sexy in its perceived danger, and yet the object is recognizable as a letter opener. The design merges old world elegance and punk rocker style with our luxury craftsmanship. It is an artful object and a perfect encapsulation of the Society Awards viewpoint.



A GLOBAL BRAND

Though based in Charlotte, NC, Society Awards performs business on a global scale. We service and ship to clients of all sizes all around the world.

From the famous televised events in Hollywood to corporations, programs and individuals the world over, Society Awards is the respected name in recognition.

Special thanks goes to our clients, who have made our impressive and continuous growth possible. We look forward to our continued relationship as Society Awards keeps expanding around the world.



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