

CASE STUDY



The University of Kentucky
Lexington, KY
400+ attendees

INSPIRE AND TRANSFORM

Challenge: The University of Kentucky faced a daunting challenge - Generate private funds to meet budget shortfalls that have a profound influence on the university and the entire commonwealth of Kentucky.

Solution: Create a large-scale live event to inspire, educate and motivate current, former and would-be donors to contribute to the largest comprehensive campaign in the university's history. Level5 Events by The Expo Group used elements from its six guideposts that drive event success to produce an emotionally-charged experience that moved this important audience to give.



"This is absolutely one of the most amazing productions I have ever seen for a university. Wow! We extend great accolades to you for your work ethic, talent, creativity, professionalism, and unwavering commitment measured over the course of nearly an entire year."

- Brent Pieper

Associate VP for
Campaign/Major Gifts
University of Kentucky

GUIDEPOSTS LEAD TO SUCCESS

Starting with **STORY**, Level5 worked with the internal marketing and communications team to unlock the tale of University of Kentucky, a true land-grant institution serving the commonwealth, the nation and the world. Through input sessions with professors, department heads, staff and President Eli Capilouto, a compelling story was developed to tell of the urgent funding need.

CASE STUDY

Another key to campaign success was to articulate the greater **MEANING** of donating, of making the commonwealth of Kentucky a better place by supporting local students, attracting best-in-class faculty, and conducting the research that will unlock solutions to the commonwealth's most pressing challenges. In-person and video testimonials from students, faculty and alumni were shared to show how donors are making a difference on campus and on the future of the university. Donors were shown how their lives would be enriched personally by such giving.



The **DESIGN** for the event incorporated a highly theatrical and intimate program for 400 attendees, seated-in-the-round, featuring live performances by a dobro guitar virtuoso, a student-led bluegrass band, a 300-person choral group, large-format video projection and a custom musical score with moving speeches.

Focusing on the guidepost of **EMPATHY**, scholarship students shared personal stories behind their experience at UK and how the support they received propelled them to achieve success in the classroom, in their chosen field and even in the Miss USA pageant.

After the formal program concluded, a sense of **PLAY** was incorporated as chefs from Lexington shared their take on local cuisine, a capella and jazz groups performed, and guests were educated on campaign priorities throughout the newly renovated Gatton Student Center.

Throughout the launch event weekend, the Level5 Events team in partnership with UK's Office of Philanthropy brought all these elements together into a seamless **SYMPHONY** of words, music, imagery and emotion.



RECORD-SETTING RESULTS

This capital campaign launch already has raised more money than any other campaign in the entire history of the University of Kentucky. The event served to crystallize an informed and impassioned donor base that is still growing.

A galvanized message and call to action to donate time, talent and treasure for the good of the University of Kentucky and the greater commonwealth has transformed the level of giving.

Let us show you how **Level5 Events by The Expo Group** can help you grow your cause and exceed objectives.

mpreston@L5.theexpogroup.com
847.778.9904