

University of Illinois

The Level5 Events team produced the University of Illinois' launch of the "With Illinois" \$2.25 billion campaign.

Challenges:

- Create a community-wide event to include top donors, alumni, students, faculty and residents
- Change perception about the university and its progress during 10 years of leadership change
- Highlight legacy of innovation as proof point for future achievements dependent on support
- Design additional touch points around campus to for launch event, and plan for regional events to ignite the Illini spirit across the country

Solutions:

- Converted the campus basketball arena into a fully theatrical experience center
- Shared interdisciplinary stories from the stage, which converted into "Storyed" an online resource to deepen engagement
- Composed music and choreographed a cast of students, professors and alumni who highlighted intersections of study
- Designed the lunchtime "Festival on the Quad" to raise awareness of the campaign on campus



Visit: www.Level5.events