

University of Kentucky

Level5 Events worked with the University for Kentucky from strategy through design and delivered the capital campaign launch event for “Kentucky Can – The 21st Century Campaign for UK”

Challenges:

- Embody the spirit of UK “grace and grit”
- Venue construction during preproduction required constant planning and coordination with facility
- Campaign branding delivery was delayed, provided just 2 weeks prior to launch event
- Significant choreography was required for presenters to work comfortably in the theater-in-the-round format to optimize audience inclusion

Solutions:

- Boosted engagement with LED media on screens encircling audience, ensuring inclusivity
- Unexpected “pop-up” remarks from presenters in the audience delivered high impact
- Stories from faculty, students and donors framed UK’s impact on community and commonwealth
- Performances by students and faculty wove throughout and a spoken-word moment with a 300-person choir delivered a wow finale



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