

CELEBRATING POSSIBILITIES

LEVEL⁵
EVENTS
BY THE EXPO GROUP

Five years after helping the University of Florida launch their Go Greater campaign, Level5 Events was asked to design and produce a campaign finale celebration "unlike anything higher ed. had seen before."

Confidential and Proprietary



Reaching New Heights

Level5 jumped at the chance, designing an event experience which took innovation and creativity to new heights. Three stages, surround sound, and a 270° screen were installed in UF's Stephen C. O'Connell Center to envelop the audience with the impact of their generosity.

This immersive and sensory-rich environment made each guest feel like a participant in the evening, as personal photos were displayed throughout the program and several major donors received tributes from students who hoped to one day follow in their footsteps.



Surprise and Delight

Non-stop surprises and high-touch donor recognition sparked audience accolades and renewed commitment. The evening concluded with a touching moment for the sendoff of a much beloved university president, balancing an abundance of community gratitude with the humility and quiet nature of their departing leader.

