



School Spirit

By Tom Comi

I don't want to say that all college students are poor, but suffice it to say that Dominos Pizza and the company that makes Ramen Noodles probably would have gone out of business decades ago if a majority of university kids weren't struggling to make ends meet.

In this issue of *SSA Globe*, my colleague Pete Schnatz takes a look at how storage facilities in university towns are trying to capitalize on this market while making it affordable for a clientele with little disposable income.

And then it stuck me like a Tim Tebow pass to the chest: Why don't more facility owners use sports to convert these valuable customers? Imagine if Badger Self Storage in Madison offered a free month of rent to students who sing the school's famous fight song. All they would have to do is stand in the facility's lobby and belt out these lyrics:

*On, Wisconsin! On, Wisconsin!
Plunge right through that line!
Run the ball clear down the field,
A touchdown sure this time.
On, Wisconsin! On, Wisconsin!
Fight on for her fame
Fight! Fellows! – fight, fight, fight!
We'll win this game.*

One of the greatest rivalries in all of sports is the annual football game between West Virginia University and the University of Pittsburgh (the campuses are a mere 70 miles apart). In fact, the series dates back to 1895 and is so intense it is better known as “The Backyard Brawl.”

24/7 Self Storage operates facilities in Morgantown (WV) and Pittsburgh, and it does a great job of catering to college students. But instead of just offering regular discounts, why not drum up more interest by basing the discounts on the game itself? For example, all students who show a ticket stub from the game get 20-percent off their summer rental.

Students at Auburn University and the University of Alabama despise one another, so storage facilities would be wise to take advantage of that contempt. Sun Self Storage is located about five minutes from the Auburn campus, so Tiger fans could get a discount if they make a joke about the Crimson Tide. I'll even get the ball rolling:

Q: How many Alabama students does it take to change a light bulb?

A: Just one, but it takes six years!

Go, team! ❖