

THE MOBILE LOCKER CO



White Paper

From Cap & Gown to Hands-Free Fun: Why Campus Events Need Smart Storage

EXECUTIVE SUMMARY

College and university signature events — graduations, commencements, alumni weekends — are more than traditions. They're logistical juggernauts, drawing thousands of students, families, and alumni, and resembling pro sporting events in scale and complexity. Yet one basic need frequently goes unaddressed: quality temporary storage and gear check services for attendees arriving with luggage, personal items, and valuables.

This white paper illustrates the growing scale of campus events, highlights why temporary storage matters, and shows how Mobile Locker helps universities elevate the attendee experience to a truly memorable moment.



The Growing Scale of Campus Gatherings

The Scope of Higher Education Ceremonies

With nearly 6,000 colleges and universities across the United States, well over 15,000 major college events each year, and nearly 40 million students, friends, and family members in the crowd, every major campus celebration becomes a major logistical event in its own right — often rivaling professional sporting events in crowd size and coordination demands. College commencement, graduation, and other ceremonies are massive undertakings that require careful operational planning. Even homecoming and conference gatherings can bring six-figure crowds of students, families, and visitors. And, according to industry data, over 52% of colleges reported basic gaps in event coordination services that directly touch attendee experience.



Why Campus Operations Matter

Large crowds, as always, require careful attention. Getting the event right requires being mindful of traffic flow and security, venue layout and crowd management planning, and attendee expectations for convenience and comfort. Long entrance lines, high volumes of personal belongings coming through checkpoints, and shared spaces can quickly become bottlenecks and detractors to event experience without thoughtful planning.

Attendee Experience: More than a Ceremony

University Events Drive Engagement & Loyalty

Campus events are critical for community building. Studies show that well-organized campus events foster student engagement, familial association, and a sense of belonging — all key to the broader mission of the institution.⁴ Looking forward, happy events can have long-lasting impacts on alumni sentiment and future giving.

The Reality of Attendee Logistics

Many attendees of large campus events arrive from out of town, often straight from airports, hotels, or long road trips. Families, grandparents, friends, and others carry:



Without a convenient storage option, attendees can become frustrated, slow down entry queues, or skip ancillary events because they're burdened by belongings. Hotel check-in/check-out windows often don't align with event timing, and the distance between campus and off-site accommodations means families can't simply 'drop their bags' before joining the celebration — leaving them to juggle belongings or risk missing the event.

Temporary Storage and Gear Check Services— A Strategic Solution

What Temporary Storage Solves

Providing secure, easy-to-use storage and gear check services at major campus events:

- Increases attendee satisfaction by removing logistical burdens
- Reduces congestion at security checkpoints
- Improves flow for large crowds
- Enhances event appeal and perceptions of quality

The Mobile Locker Benefit: Quality + A Turnkey Solution

Since 2011, Mobile Locker has helped colleges and universities navigate these challenges with temporary and flexible storage systems that adapt to stadiums, quads, and auditoriums alike. Across a wide range of large-scale events, Mobile Locker has consistently delivered an outcome that goes beyond logistics: we elevate how the event feels to attendees.

When guests encounter a well-organized, clearly branded, professionally staffed storage and gear check operation, it sends an immediate signal that the event is thoughtfully planned and guest-centric. College and university partners have often chosen to market the availability of the service ahead of time. But even for attendees who may not arrive expecting a storage solution, when they find one, it often becomes one of the positively remarked-upon aspects of the day. The result is a subtle but powerful lift in overall event perception: smoother flow, calmer entry points, happier guests, and fewer distractions from the moments that matter.



Just as importantly, Mobile Locker delivers this benefit without creating additional burden for campus teams. Our service is fully turnkey. We handle planning, equipment, staffing, setup, on-site operations, and teardown. Colleges and universities do not need to purchase equipment, train staff, reassign volunteers, or manage operational details. Campus event leaders gain a high-impact attendee amenity without diverting internal resources away from programming, security coordination, or management.

Proof Points from the Field

Mobile Locker is proud to have support campus events at colleges and universities across the country, including:



Practical Recommendations for Campus Event Leaders

Include Storage Services: Achieve perception and logistics benefits.

Communicate Early: Include storage instructions in pre-event communications and campus maps.

Design for Flow: Plan storage placement to align with major ingress and egress paths.

Leverage Feedback Loops: Collect attendee satisfaction data tied to storage services.

Coordinate Across Units: Pair storage services with parking, security, and guest experience planning.

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Conclusion: Elevate the Event without Shouldering the Burden

Temporary storage isn't just an under-the-radar logistics issue — it can be part of the campus hospitality ecosystem. By offering solutions that lighten the load (literally), colleges and universities can turn events into memorable, smooth, and talk-worthy experiences for all. And the best part is, there is a partner ready to deliver that experience.

Mobile Locker is proud to help institutions create these moments, one positive attendee interaction at a time.

Let's Connect: Reach out to learn how Mobile Locker can support your next commencement, reunion, or large campus celebration.