



# Soda Cap

## CONNECTOR

**The ultimate exposure for the ideal sponsor** - The Soda Cap Connector is a first for The COMET—the transit system for the Midlands of South Carolina: a service focused on the tourism, education, entertainment, and government core of our capital city. Long abbreviated as “Cola,” Columbia has come to be known as Soda City and we are picking up on that vibe with the Soda Cap Connector, a fun, free way to get around the places people most want to visit around Columbia’s downtown.

The Soda Cap Connector is a pair of routes that travels along Gervais Street from the State Museum to Hampton Street at Main and back touching the corners of the South Carolina’s front porch, the State House, then going to Harden. Each route runs every 20 minutes but the two routes are staggered so that a bus goes by every 10 minutes or so in one direction. **The COMET is looking for a soda bottler to sponsor this high-exposure service in the most desirable areas of Columbia.**

### ***Destinations along the Soda Cap Connector Routes***

The State Museum

Adventure Children’s Museum

Convention Center (1 block south)

Colonial Life Arena (3 blocks south)

Vista Restaurants, Shops, Bars

Memorial Park (2 blocks north)

Columbia Museum of Art

Maxcy Gregg Park

Hotels: Sheraton, Hyatt, Marriott, Aloft, Wyndham Garden, Hilton, Hampton Inn, Clarion, etc.

The South Carolina State House

Main Street

University of South Carolina (2 blocks south)

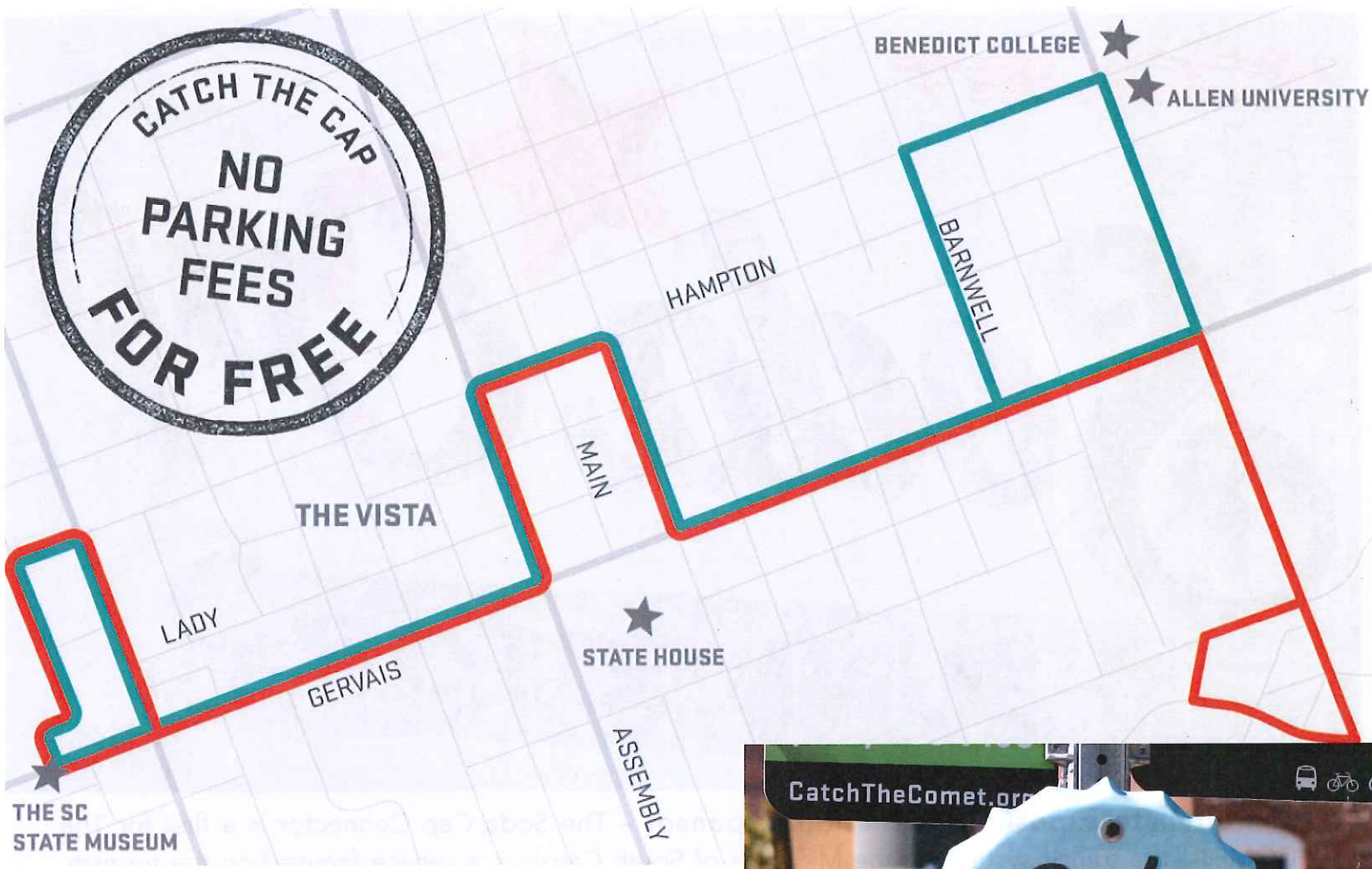
USC Barnwell Street Parking Lot

Richland County Administration Center

Five Points Restaurants, Shops, Bars

Benedict College

Allen University



**Sponsor name placement**

**Signage**

The sponsor's name—but not trademarked logo—can appear on each of the thirty-two (32) Soda Cap Connector branded stop signs (right), which are shaped like soda bottle caps, with a 14" face.

**Bus Exterior**

Sponsor's logo can appear on both sides of the new vehicles, which are specially wrapped for the Soda Cap Connector.

**Bus Interior**

Sponsor's logo can appear on the interior side spaces above the seats and on the ceiling of the vehicle as shown in the photos below.

