

CoCo Key Water Resorts

CoCo Key Water Resort is a full-service indoor water resort themed to capture both the relaxation and excitement of historic Key West. CoCo Key Water Resorts are being added to existing hotel properties around the U.S. Each resort features a large indoor water park, family dining options and gift shop. Other amenities may include an interactive arcade, full-service spa or in some cases, CoCo's Club, which provides guided arts and crafts activities for kids.

The CoCo Key Water Resorts provide busy families with an easy getaway, unlimited family adventure and is just minutes from home. Most importantly, CoCo Key offers all of this at a great value.

There are currently 5 CoCo Key Water Resorts open with an additional 3 to open in the next year.

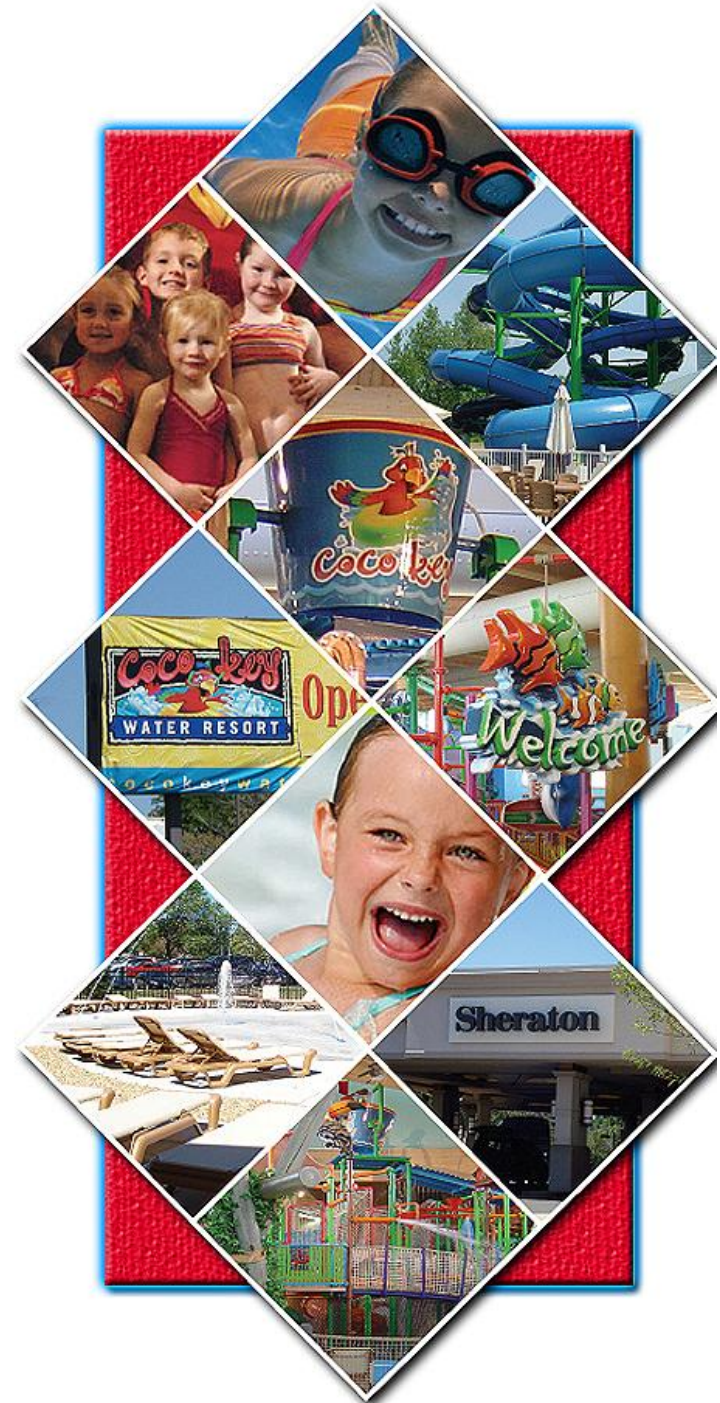
CoCo Key Facilities

The CoCo Key Resort facilities offer a year-round, weatherproof, relaxed and fun family atmosphere. CoCo Key Water Resort prides itself in its ability to cater to every member of the family, adults included. Each resort offers many forms of entertainment, including signature features such as:

- Large Indoor Water Park with numerous slides & various depth pools;
- CoCo's Club, provides guided arts and crafts activities;
- Palm Grotto Indoor/Outdoor Spa;
- Dip-In Theater;
- Key Quest arcade with over 50 state-of-the-art video games;
- Cabanas equipped with TV, refrigerator & lockable safe;
- Casual and Quick-Service dining centers, and more.

Target Audience

- Core Consumers;
- 29-39 year old mothers (young families);
- 7 years old and younger for children ;
- Maximum target age for children: 10 years old;
- Within a 60 mile radius of the water park.

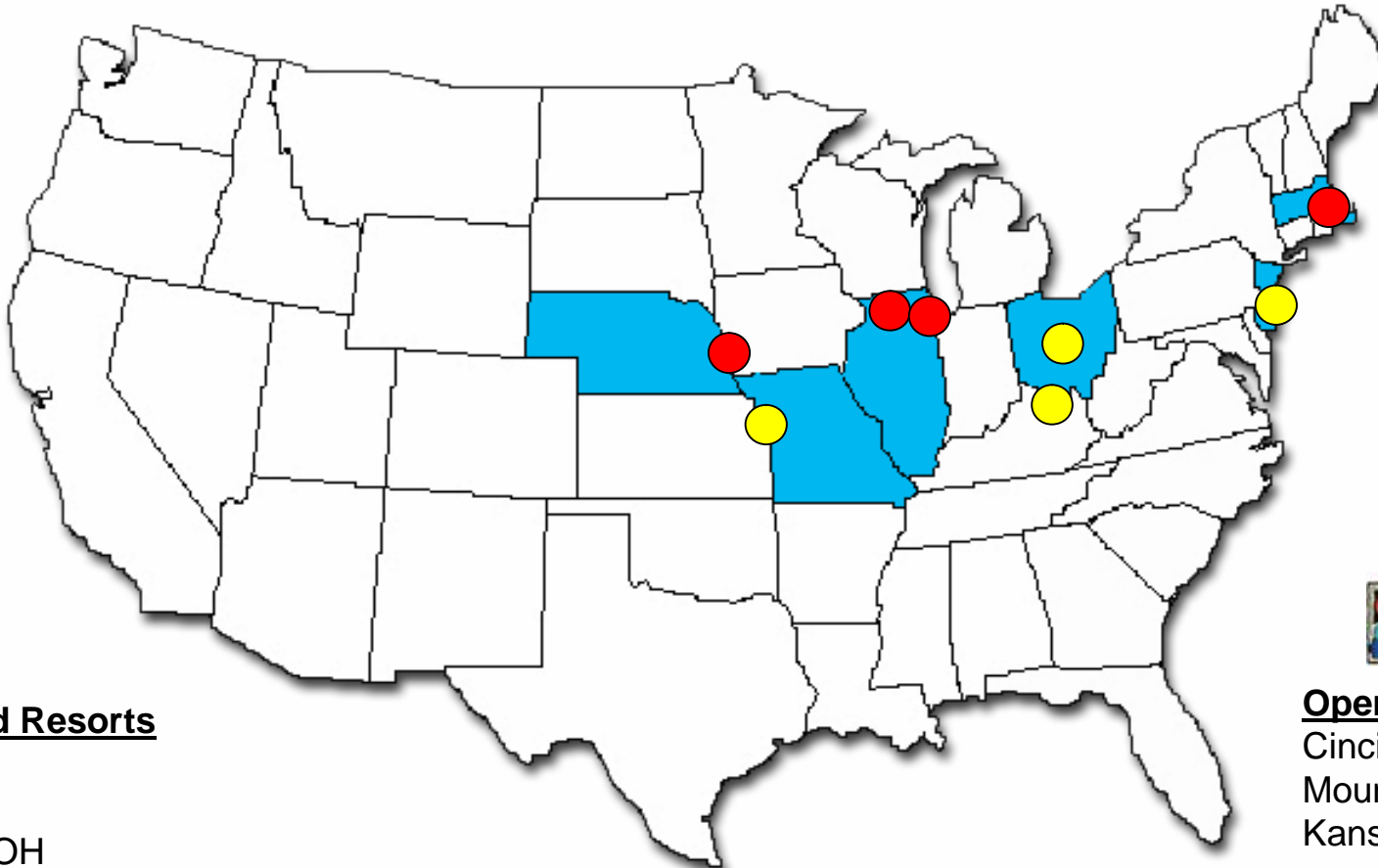




CoCo Key Brand Positioning

CoCo Key Water Resort Locations

CoCo Key Water Resorts are located at Sheraton Hotels around the country. Currently, there are 5 resorts that have opened and 3 more facilities will open in 2008, with new locations opening in the near future.



Established Resorts

Chicago, IL
Boston, MA
Columbus, OH
Omaha, NE
Rockford, IL



Opening 2008

Cincinnati, OH
Mount Laurel, NJ
Kansas City, MO



CoCo Key Facility Attributes

CoCo Key Partnership Opportunities

As a sponsor of CoCo Key Water Resorts, your company will be given an opportunity to increase its branding potential. There are various levels of partnership in which your company to become involved with CoCo Key Resorts. These levels include:

Founding Partner Opportunities

Official Partner

Strategic Alliances

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