

SPONGEBOY



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An undersea cartoon starring the world's most rectangular spaz, Sponge Boy! Featuring a cast of aquatic characters submerged in nautical nonsense! Forget the lost city of Atlantis! Grab your snorkels and plunge with us into the tropical suburb beneath the waves where Sponge Boy makes his happy home!

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Who is Sponge Boy?

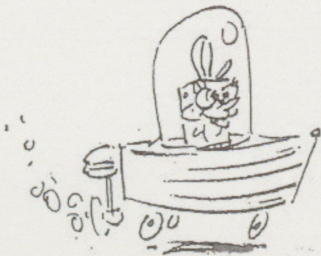
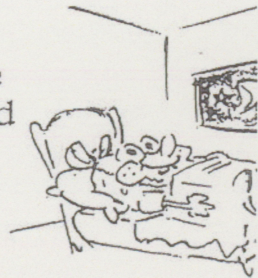


Sponge Boy is our hero! He's a single male sponge who resides in a fully furnished, two bedroom... pineapple. He has an abnormal love for his job at "The Crusty Crab," a fast food restaurant. In fact, he's so proud of his Crusty Crab uniform that he never takes it off—not even when he showers. His big dream is to capture the not-so-coveted "Employee of the month" award, but, because of his overzealous nature and the havoc it creates, this goal constantly eludes him.



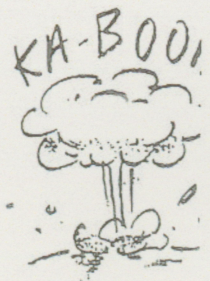
But Sponge Boy's life is much richer than just Pineapple to "Crusty Crab" and home again. He has a wide circle of friends and people who he thinks are his friends, but who would never admit to it. He has a variety of interests which keep him occupied—rust, friction bubble art, odors, and why hamburgers and French fries taste different.

Sponge Boy is incurably optimistic, innocent, earnest, and well-meaning. He is a free spirit, fascinated by the obvious, and creative enough to see almost everything in a new light. His good humor and good intentions often irritate others, but his refreshing attitude makes him a likable underdog. By day he embraces each moment with enthusiasm. By night he often lies awake so as not to miss anything then either.

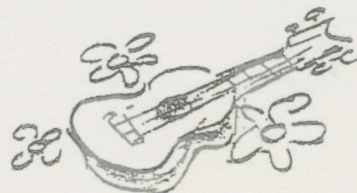


The star of Sponge Boy is also comic obsessive, especially when it comes to details. If he buys a toothbrush, he might test several of them before making his purchase. If he sharpens a pencil he might get down to the stub before he's satisfied with the point.

Despite all of Sponge Boy's positive character traits, he can't seem to avoid creating problems for himself. Sponge Boy zeal usually means Sponge Boy disaster. While trying too hard, he tends to do things wrong, really wrong. In almost any situation, from jump starting his outboard boat-mobile to just picking flowers for someone in the hospital (who's probably there thanks to him), the potential for disaster looms large.



Oh yeah. Sponge Boy plays the Ukulele.

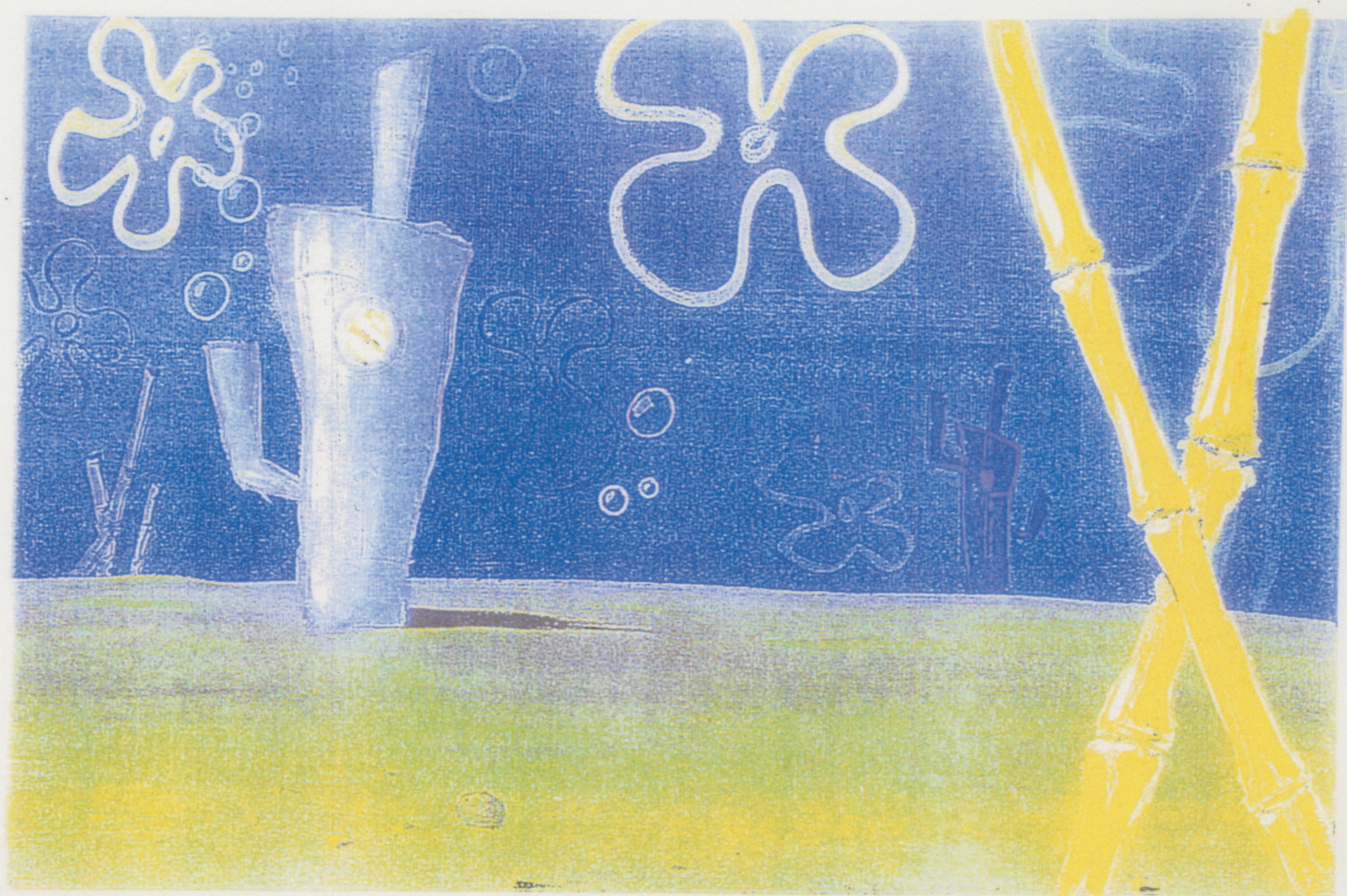


Where does Sponge Boy live? Why, in the ocean, of course! In the Pacific Ocean, actually, a few fathoms beneath the tropical isle of Bikini Atoll, in the sub-surface city of Bikini Bottom.

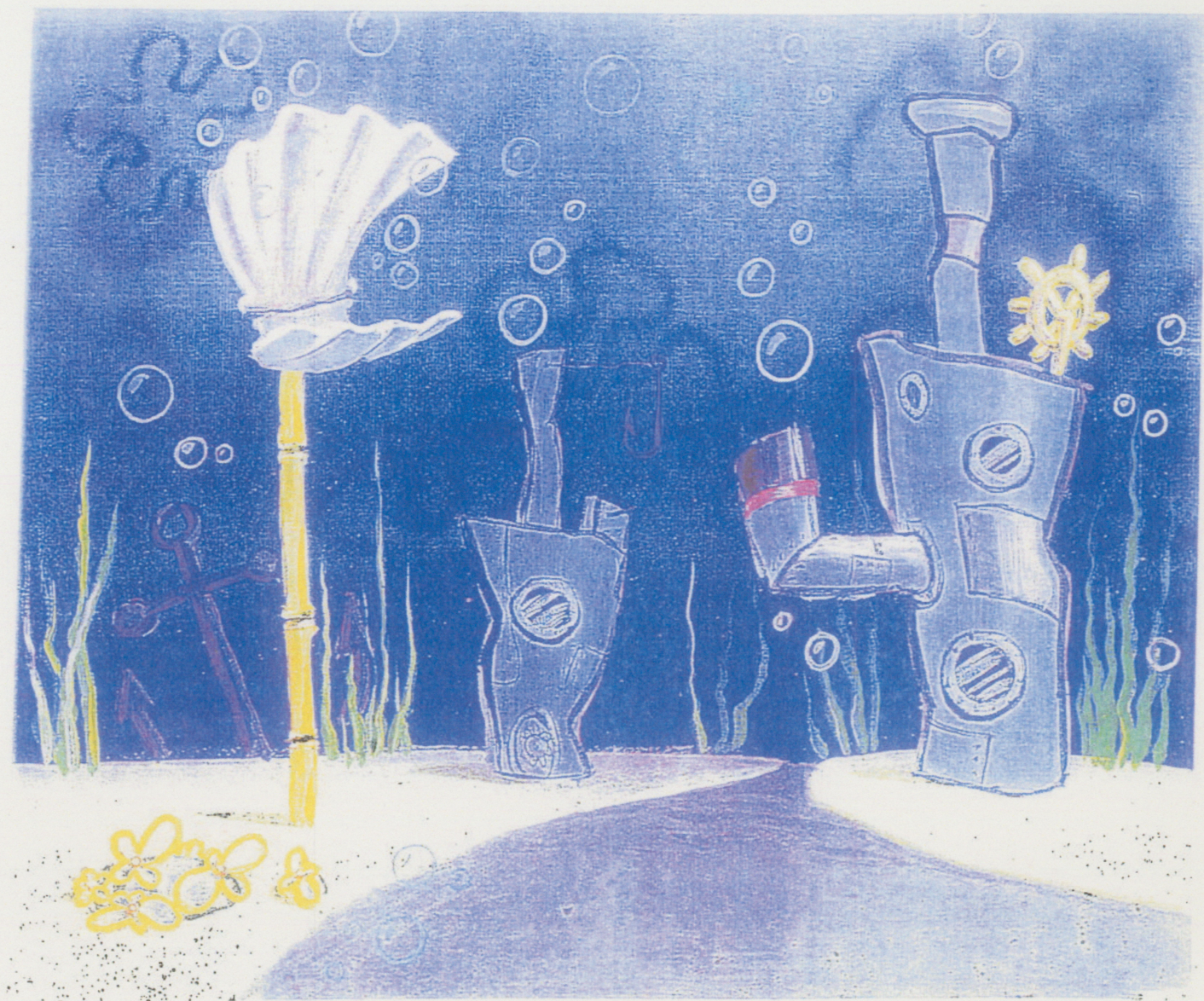




HOME OF SPONGE BOY

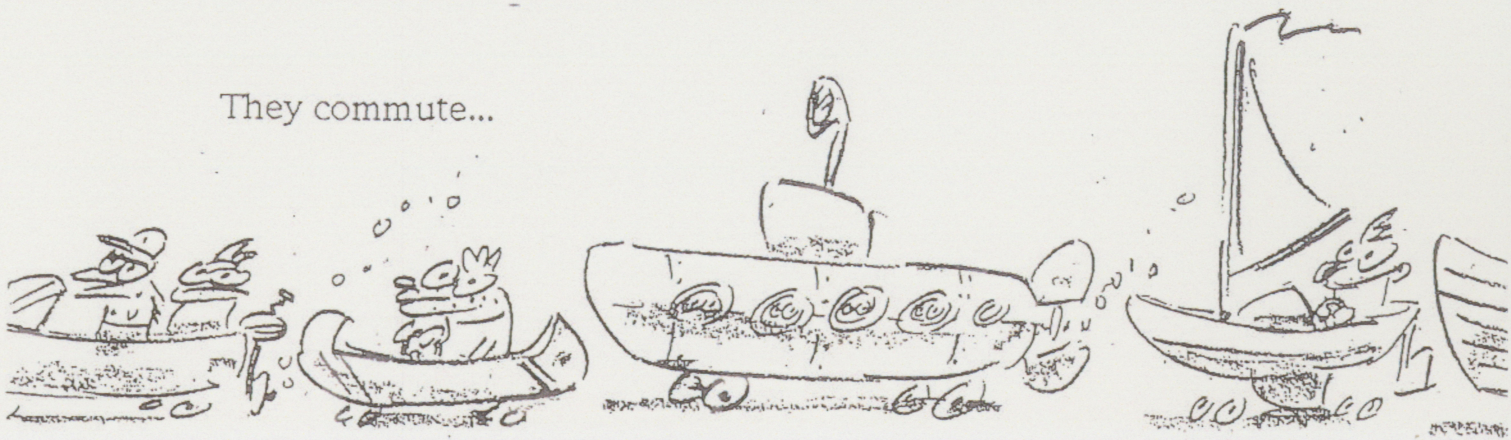




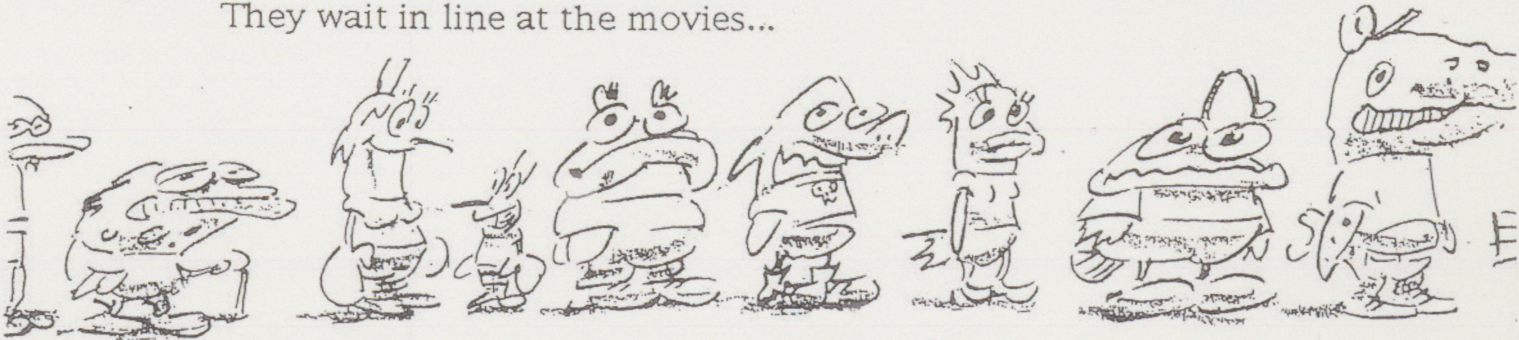


Bikini Bottom is like any other urban center-- if you don't count the fact that it's populated by fishy creatures and other denizens of the deep. The Bikini Bottom citizens live more or less like we do:

They commute...



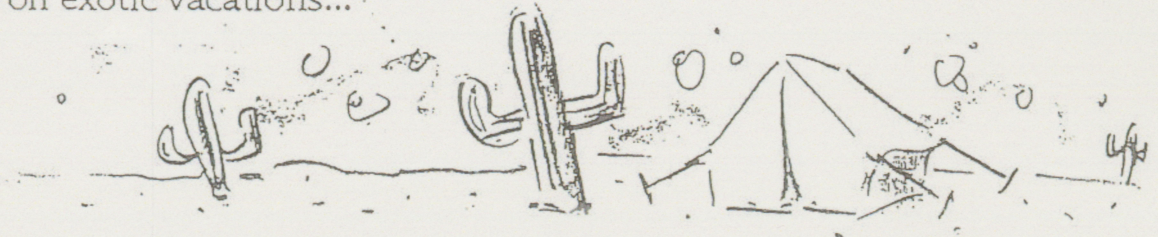
They wait in line at the movies...



Walk their pets...



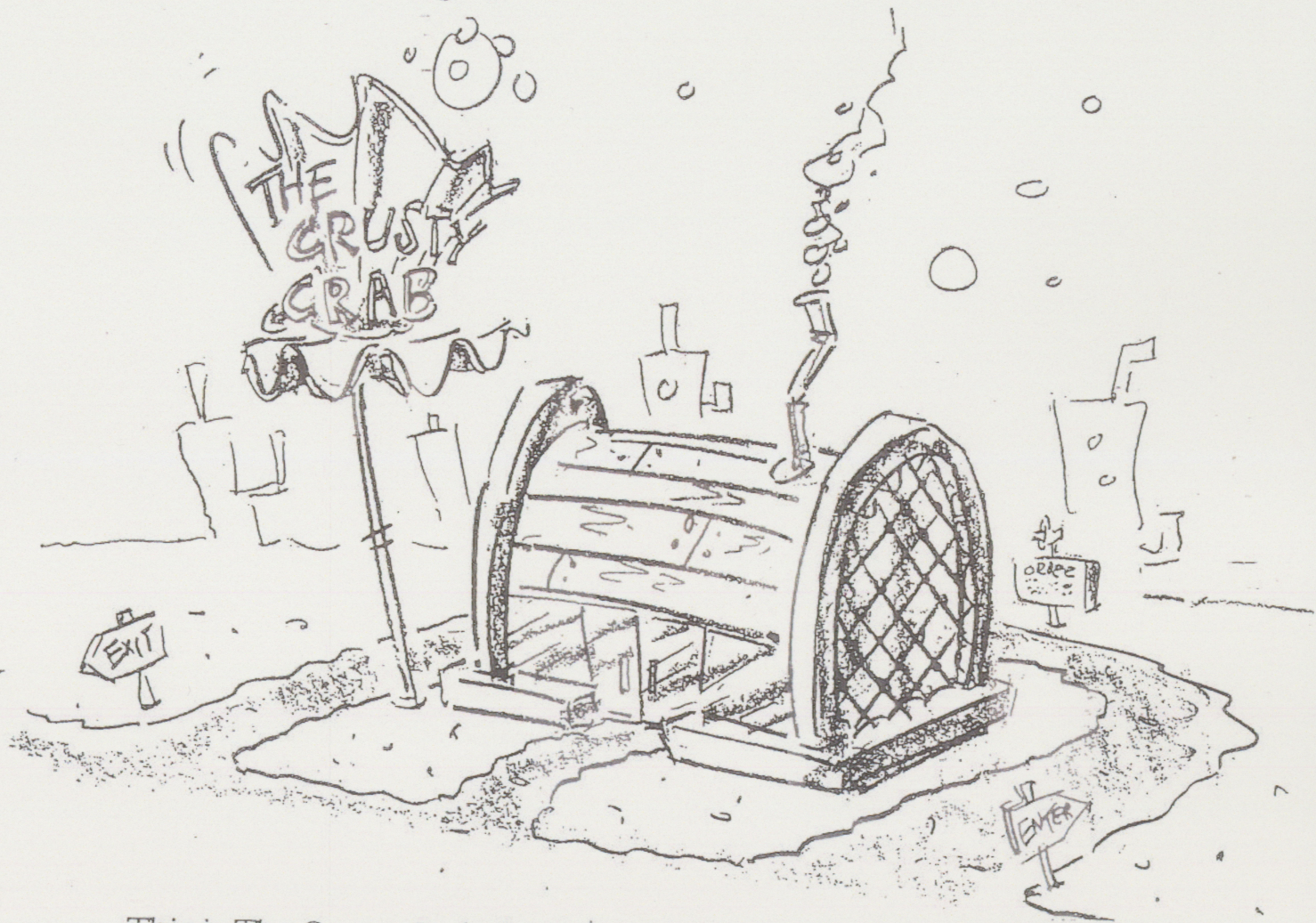
Go on exotic vacations...



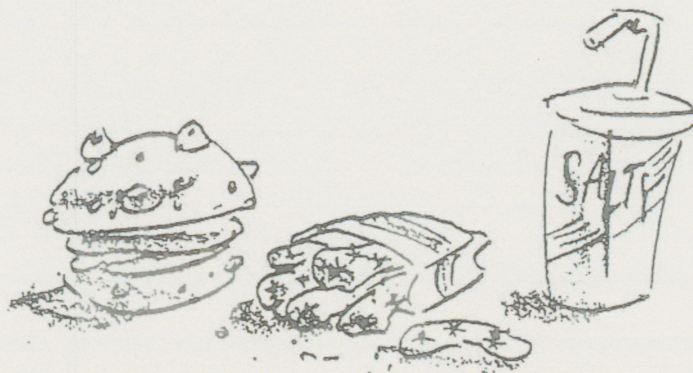
Celebrate holidays...

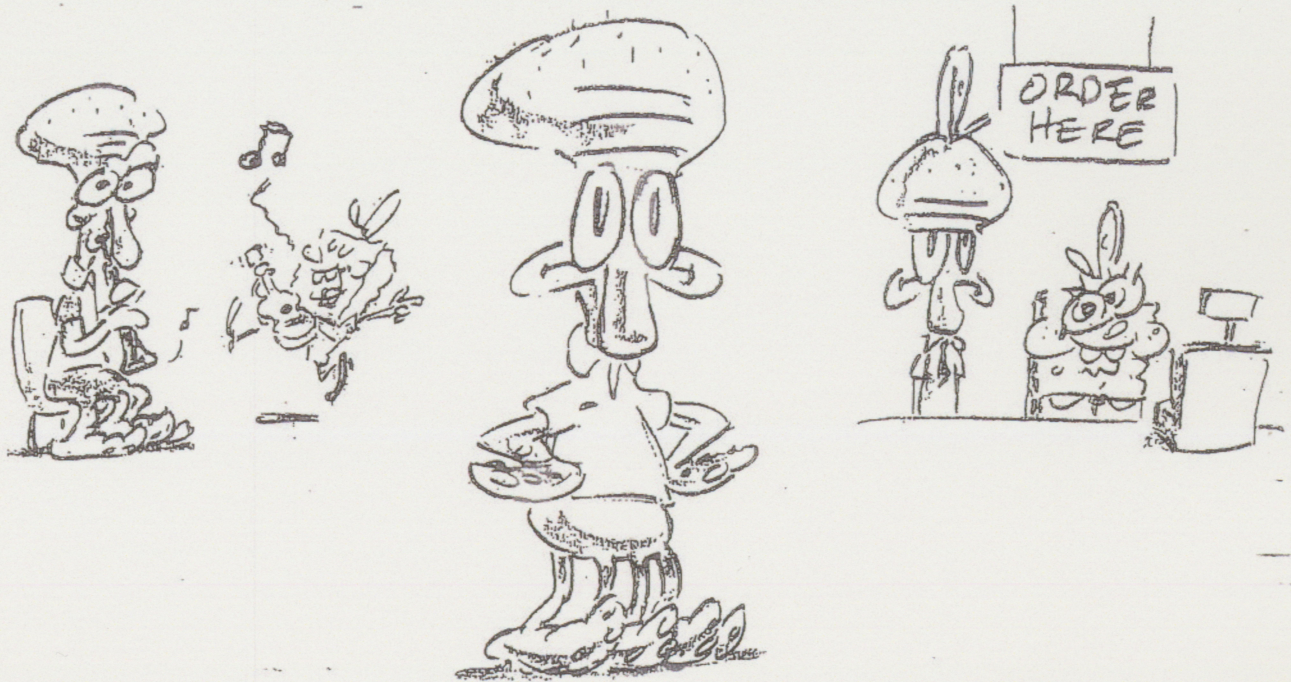


And like us, they love to eat out!



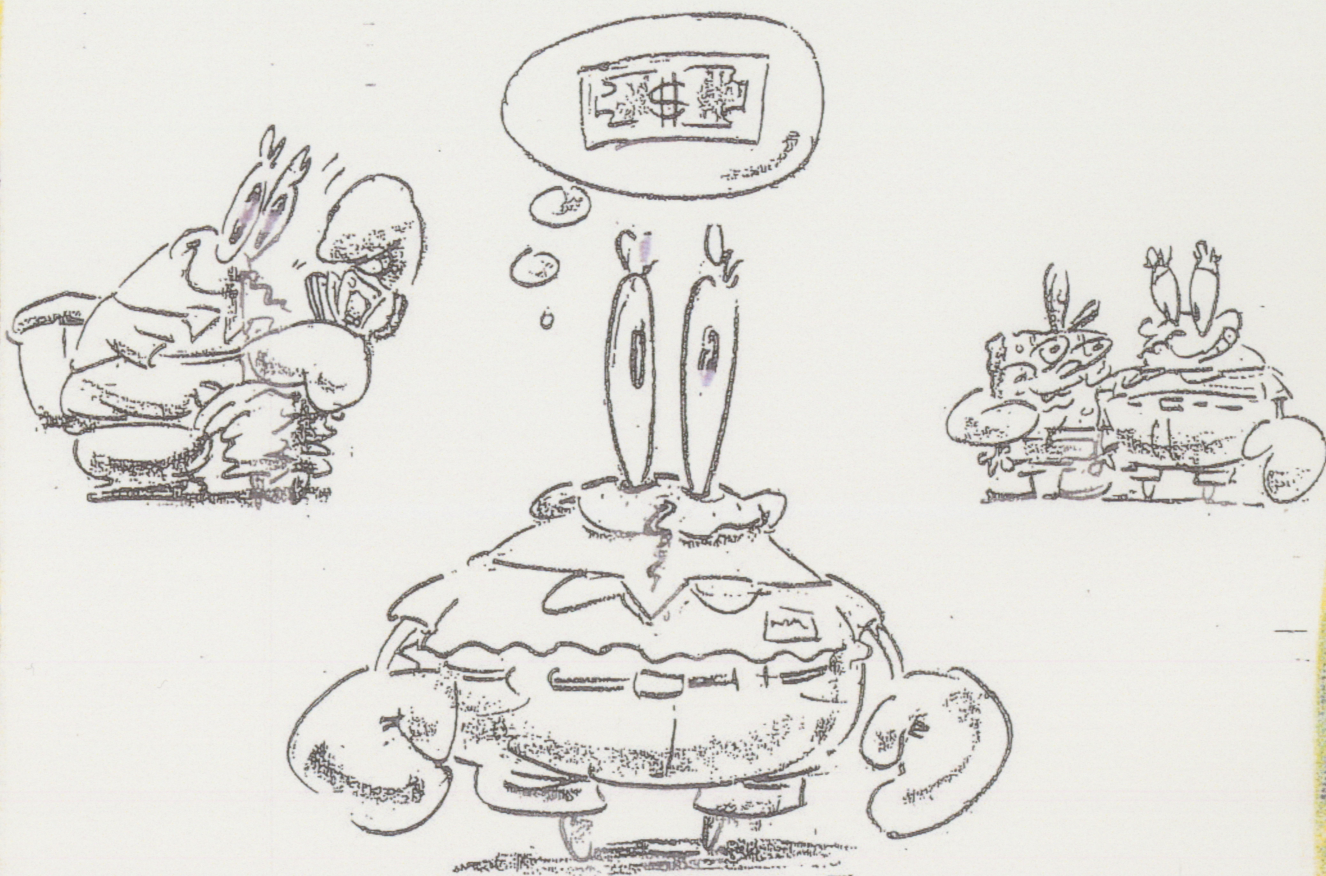
This is The Crusty Crab, local hang out for our main characters. The attraction? Barnacle burgers, coral fries, and salt water sodas! Once you walk in the door, you'll be treated to the friendliest customer service this side of the continental shelf, that is if Sponge Boy happens to be working that day, which is most likely the case because he hardly ever takes a day off. Never have the words, "My pleasure to serve you," been taken to such extremes. Enjoy your lunch! Now, let's meet some of the Crusty locals...





SQUIDWARD TENTACLES

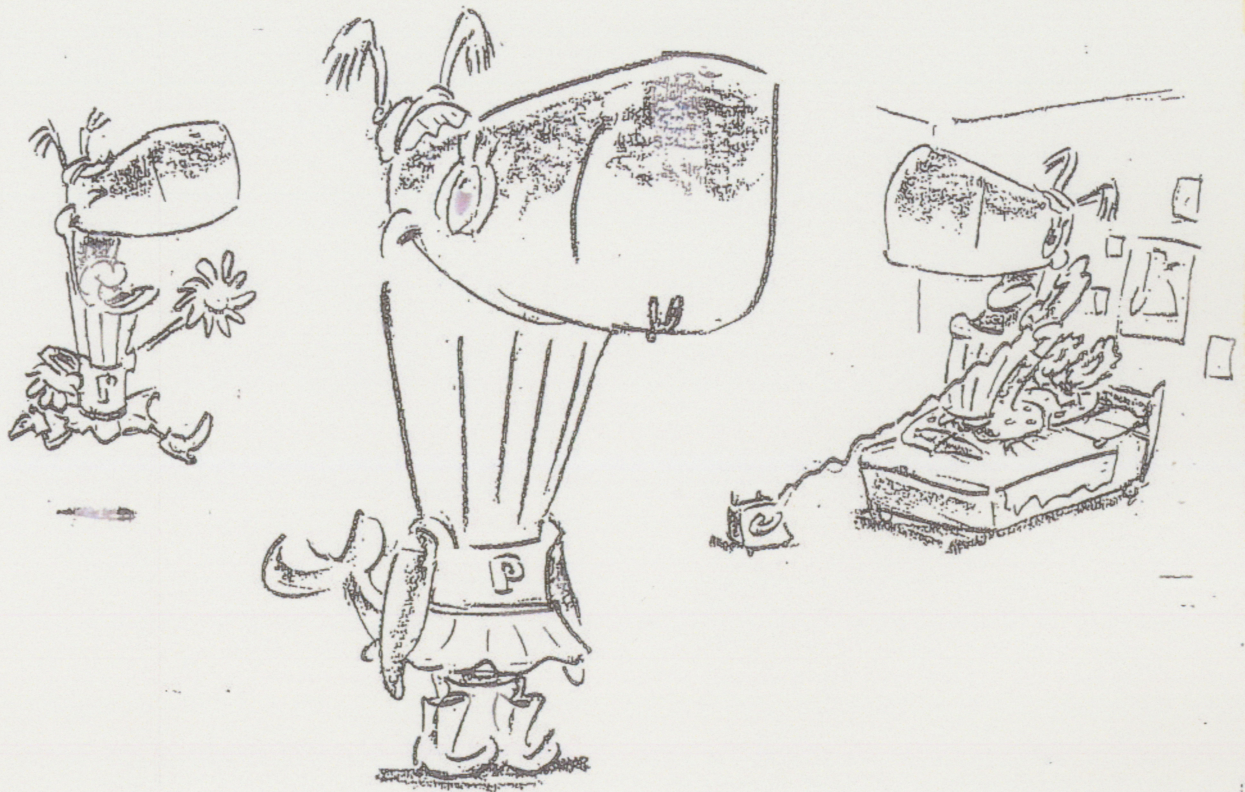
Embittered waiter at The Crusty Crab. Would rather be playing the Oboe with the Bikini Bottom Philharmonic. What's stopping him? He's just awful. Nevertheless, he's a whiny, aloof, stick in the mud octopus who thinks he's too good for this greasy trident. Squidward is the kind of guy who subscribes to Martha Stewart Living, conducts along with his favorite Beethoven recordings, and has his tentacles manicured every Thursday. Squidward lives his life annoyed. The Crusty Crab annoys him. The customers annoy him. The boss annoys him. The vinyl seats annoy him. But most of all, Sponge Boy annoys him. If it weren't for the fact that Sponge Boy is the only one who appreciates his oboe playing, Squidward would have nothing to do with him. Sponge Boy, on the other hand, thinks he and Squidward are the lunch shift dream team--the stuff deep fried legends are made of! Squidward and Sponge Boy are often thrown together in situations--company camping trips, wayward pizza deliveries, oboe/ukulele jam sessions.--where invariably Sponge Boy drives the snooty octopus crazy.



MR. CRABS

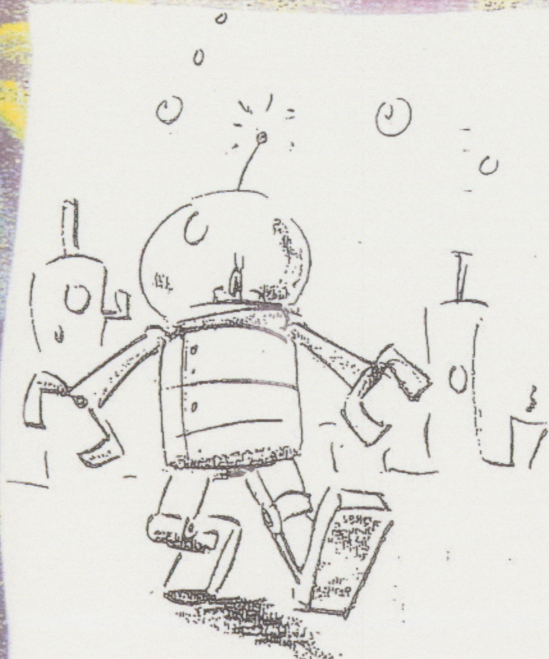
Sponge Boy's boss and greedy owner of The Crusty Crab. Bent on making money, hates spending it. Can usually be found in the rest room counting the day's catch. Dreams of a large Crusty Crab franchise extending beyond the Bikini Bottom city limits. Mr. Crabs sees Sponge Boy as the raw materials for the perfect employee—loyal, dedicated... a lifer!—if only he can get him to do things right. What he doesn't see is that this pursuit is futile. Sponge Boy's spirit cannot be ruled. Crabs is a single parent, and the one thing he loves more than money is his daughter, Pearl.

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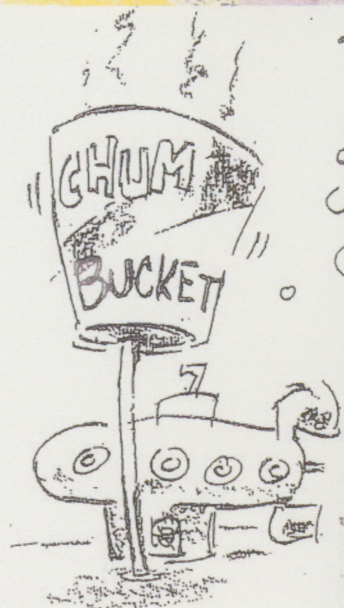


PEARL THE TEENAGE WHALE

Yes, this is the lovely daughter of Mr. Crabs, literally the largest teenager on the planet. Possessing the biggest brain in Bikini Bottom, she is quite probably its most intelligent citizen. Yet she is still immature and her interests are the same as those of an average girl-cheer leading, the mall, boys, boys, boys, and the rebellious music of her generation. She's gifted in math, so naturally her father tries to interest her in the exciting life of restaurant book keeping. "I'm so sure, Daddy." Pearl is more interested in fads than counting French fries.



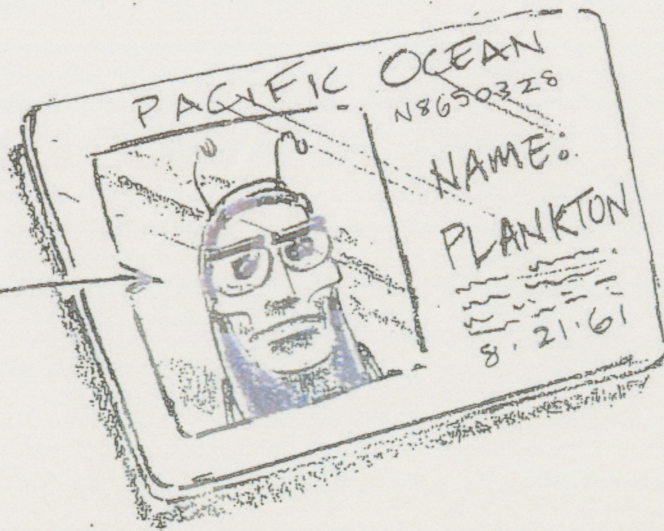
ACTUAL SIZE!



PLANKTON

Owner of Plankton's Chum Bucket, and chief rival of Mr. Crabs, Plankton is a text book case of the Napoleon complex which is not unusual because he is the size of a bug compared to the Bikini Bottom residents. He talks like Gregory Peck and with perfect diction and is frequently stepped on by the occasional shoe. No one ever goes to his restaurant. A schemer and a plotting little speck, Plankton relentlessly tries to put Crabs out of business and steal his recipes. But he loves to eat at the Crusty Crab for lunch. He mistakenly perceives Sponge Boy as the major ingredient in Mr. Crabs' formula for success and is forever trying to lure the loyal employee away from his Crusty duties. Plankton is a jerk.

DRIVERS
LICENSE
PHOTO





BARNACLE BILL & MERMAID MAN

Having both spent a life time at sea, these two old codgers have retired to the bottom. They are inseparable but they argue a lot. They are the only cartoon humans in the show and they are permanent fixtures at the Crusty Crab.

Barnacle Bill is the saltiest sailor ever to have manned a windless. So salty that he breathes sea water with no discomfort. With the exception of his head, Bill's body is made entirely of wood, due to some unfortunate maritime mishap, the nature of which becomes more fantastic with every telling. When ever he's in a fix, Bill whips out a box of bran and chokes it down. He also smokes a bubble pipe and has a woodpecker named Corky perched on his shoulder.

Mermaid man is a retired super hero of the deep, still living like the nineteen fifties icon he was designed to be. Well groomed, still wears his uniform with the exception of house slippers. Mermaid man is a bit daft, probably due to the aluminum packaging in the TV dinners which make up his diet. A relic of the past, he often forgets that his glory days are over and that things have changed since he swam the deep as a feared enforcer of justice. His equipment is outdated and the animals he formally summoned to assist him now have jobs or better things to do. Neither Bill nor Mermy have a keen grasp of reality.

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SANDY CHEEKS THE SURFER SQUIRREL

Get up! Drink three protein acorn shakes, run twenty laps within the perimeter of a pressurized dome, then dive into a rubber suit with helmet and oxygen and leap out of an air lock! Sound like an astronaut? No--it's Sandy Cheeks the surfer squirrel, greeting the day! Sandy is a thrill seeking action girl. She is constantly attempting some death defying stunt, and, having done just about everything imaginable above the ocean, she decided to attempt the ultimate challenge--live underneath it. She is Bikini Bottom's only resident rodent and the apple of Sponge Boy's eye. She's the only one who can provide a good reason for him not to go into the Crusty Crab on his day off. Sandy looks at him as a sort of stunt buddy, and usually calls the shots when they go out. Sponge Boy finds himself agreeing to the most ridiculous and impossible physical challenges just to be next to her. Their "dates" are not the usual dinner and a movie fare--standard attire includes a crash helmet and a parachute--and they most often end not with a kiss, but with both of them in traction.

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STORY IDEAS

1) Sponge Boy loses his name tag, the most cherished part of his "Crusty Crab" uniform. He and Patrick tear his house apart looking for it. Patrick keeps insisting he saw the name tag somewhere. Sponge Boy finally goes into work, but he feels naked without his name tag. To add insult to injury a customer says to him, "Hey you, what's-your-name, got any napkins?" Sponge Boy runs home, so humiliated that he packs to leave town. As he's walking out the pineapple house, Patrick suddenly sees the name tag! On Sponge Boy! He had his shirt on backwards the whole time.

2) Mr. Crabs talks Sponge Boy into taking the four a.m. shift at the Crusty Crab. Embracing the Crusty challenge, he accepts. That night he sets his alarm for three, but he's so excited that he can't sleep. He tries everything from taping his eyelids shut to counting sea horses, but nothing works. Suddenly he is struck with divine inspiration—He'll blow off sleep, get to work early, and implement his plan of restoring a booming late night business to The Crusty Crab. We see a montage of Sponge Boy serving up a storm at a jammed packed Crusty Crab. Mr. Crabs is dancing to the cha ching! sound of an overworked cash register. We dissolve to Sponge Boy snoring away in his bed, having never left. His late night triumph was all a dream.

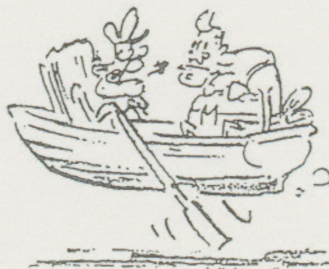
3) A wayward Crusty delivery becomes a quest for survival when Sponge Boy, a stale pizza, and a very dissatisfied Squidward become stranded in the middle of the "undersea desert." With only their wits to guide them, and no supplies (Sponge Boy won't sacrifice the pizza) the two battle the elements. As Squidward bemoans their fate and pines away for the civilized world, Sponge Boy worries only about getting the customer his Crusty pie.

4) It's a rainy day in Bikini Bottom, and business is slow at the Crusty Crab. Mr. Crabs goes home leaving Sponge Boy and Squidward in charge, reminding them to restock the fridge with salty sodas and not to drink any. While Squidward is in the bathroom washing his hands, Sponge Boy fills the fridge, but he can't help having a salty soda for himself. Being salty, one soda leads to another and pretty soon, like a true a sponge, Sponge Boy becomes really bloated. Squidward returns and to his amazement, Sponge boy is floating around the restaurant, breaking off light fixtures and ripping down posters. Squidward finally ties his leg to the cash register just as Mr. Crabs is coming in with his daughter—he's taking her to lunch! Now Squidward and Sponge Boy try to hide Sponge Boy's buoyancy problem while serving up barnacle burgers.

5) The tidal wave of the century is making its way to Bikini Bottom, and Sandy the Surfer Squirrel asks Sponge Boy to take her picture riding the huge swell--she'll make the front page! Mr. Crabs overhears this and gets the idea of being her corporate sponsor if she'll wear a Crusty Crab T-shirt. Meanwhile, Plankton gets wind of Crabs' advertising scheme and hires Patrick the Starfish to do the same, only with a large "Chum Bucket" banner strapped to his board. Only problem is Patrick wouldn't know a surf board from a flounder, but he asks Sponge Boy to take his picture while he's riding the big one. The episode careens toward the biggest wipe out in wave riding history as the two restaurant teams compete for media exposure.

6) Barnacle Bill and Mermaid Man show home movies at the Crusty Crab of the good ol' days (an Aqua man-esque parody) and end up rekindling their old rivalry. They decide to settle it for good with an arm wrestling match. In the middle of a deadlock, Mermaid Man breaks off Bill's peg arm and Bill, insulted, refuses to accept it back. Bill continues to reject Mermy's apologies and his attempts to return the arm. The two don't speak to each other and Sponge Boy gets caught in the middle as the go between. It takes the arrival of their old nemesis, Ken the giant sea cucumber, to unite the two old super heroes again.

7) The greedy Mr. Crabs buys a Karaoke machine for the restaurant in the hopes of bringing in new business. But when his daughter Pearl discovers the device she falls in love with it. She gets up to sing. She literally sounds like a Humpback Whale bellowing to a mate. She drives away the customers in droves. It's the worse thing that could ever happen to the Crusty Crab. Plankton is deliriously happy at this windfall. Crabs is torn between telling his daughter she can't sing and losing his livelihood.



WHY 'SPONGE BOY'?

Sponge Boy is the show that refreshes! It's a Hawaiian holiday, an escape to a watery wonderland with a tiki twist. Here, our audience will be treated to the comic trials and tribulations of the ocean floor's favorite sponge! They will see our hero as an undersea underdog, implacably good-natured, big-hearted, but a little short on ballast. He lives in a world which mirror's our own, only there's sand everywhere and most of the characters go good with tartar sauce. It's a tropical fantasy, It's maritime madness! It's Don Ho's tackiest shirt! It's Sponge Boy!





Animator, Stephen Hillenburg is currently the creative director of Nickelodeon's hit animated series, "Rocko's Modern Life." He is also the author of the award winning independent films, "The Green Beret," and "Wormholes," as well as co-creator of the "Frozen Walt Doll." He is shown above wearing a pair of sponge glasses of his own design.