

= The SpongeBob SquarePants Movie =

The SpongeBob SquarePants Movie (also known as The SpongeBob Movie for short) is a 2004 American animated / live @-@ action comedy film based on the Nickelodeon television series , SpongeBob SquarePants . The film was directed by series creator Stephen Hillenburg , and stars the regular television cast of Tom Kenny , Bill Fagerbakke , Clancy Brown , Rodger Bumpass , and Mr. Lawrence , with guest performances by Scarlett Johansson , Jeffrey Tambor , Alec Baldwin and David Hasselhoff . The plot follows Plankton 's plan to steal King Neptune 's crown and send it to Shell City . SpongeBob and Patrick must retrieve the crown to save Mr. Krabs from Neptune 's wrath and their home (Bikini Bottom) from Plankton 's plan .

Previous offers by Paramount Pictures to create a film version of SpongeBob were rejected by Hillenburg , but he eventually accepted one in 2002 . When the film went into production , Hillenburg and the show 's staff halted production on the series after the third season . A writing team ? Hillenburg , Paul Tibbitt , Derek Drymon , Aaron Springer , Kent Osborne and Tim Hill ? was assembled , conceiving the idea of a mythical hero 's quest : the search for a stolen crown , which would bring SpongeBob and Patrick to the surface . The film was originally going to be as the series finale ; however , Nickelodeon wanted more episodes , so Paul Tibbitt assumed Hillenburg 's position as showrunner to produce further episodes after the movie . During production , Jules Engel , Hillenburg 's mentor at the California Institute of the Arts , died ; the film was dedicated to his memory .

Tie @-@ in promotions were made by 7 @-@ Eleven , the Cayman Islands and Burger King , which decorated some stores with 9 @-@ foot (2 @.@ 7 m) SpongeBob inflatable figures . The film was a box @-@ office success , grossing over \$ 140 million with a \$ 30 million budget , and received generally positive reviews from critics . A stand @-@ alone sequel titled The SpongeBob Movie : Sponge Out of Water was released on February 6 , 2015 , and a third film is expected to be released on February 8 , 2019 .

= = Plot = =

The film follows the plot of the TV series SpongeBob SquarePants , focusing on the anthropomorphic sea sponge of the same name (Tom Kenny) . SpongeBob dreams about managing the Krusty Krab restaurant , which is in trouble because a customer has no cheese on his Krabby Patty , but SpongeBob saves the day . He wakes up and cheerfully prepares for the opening ceremony for the Krusty Krab 2 , hoping that his boss Mr. Krabs (Clancy Brown) will promote him to manager of the new restaurant built next door to the original Krusty Krab . At the ceremony , SpongeBob is passed over ; his co @-@ worker , Squidward Tentacles (Rodger Bumpass) , has been given the promotion because Mr. Krabs thinks he is " more mature " than SpongeBob .

Meanwhile , Plankton (Mr. Lawrence) , Mr. Krabs ' business rival , devises a plot to steal the Krabby Patty secret formula and frame Mr. Krabs . He steals King Neptune 's (Jeffrey Tambor) crown that night , leaving evidence that pins the crime on Mr. Krabs , and sends the crown to Shell City , a distant , mysterious land from which no fish has returned . That night , SpongeBob goes to his favorite restaurant , Goofy Goober 's ; he drowns his sorrows in ice cream with his best friend , Patrick Star (Bill Fagerbakke) , waking up the next morning with a headache . King Neptune barges into the Krusty Krab 2 the same morning and threatens to slay Mr. Krabs . Although SpongeBob criticizes Mr. Krabs shortly after he arrives , he promises Neptune that he will retrieve the crown from Shell City . Neptune freezes Mr. Krabs , still certain that he is the culprit , and tells SpongeBob to return with the crown in six days for him to spare Mr. Krabs . SpongeBob and Patrick leave for Shell City in the Patty Wagon , a car shaped like a Krabby Patty .

In Bikini Bottom , Plankton steals the Krabby Patty formula and uses it to produce and sell Krabby Patties at his restaurant , the Chum Bucket , with the claim that Krabs bequeathed him the recipe . He sends a hitman named Dennis (Alec Baldwin) to pursue SpongeBob and Patrick . Squidward discovers the truth about Plankton stealing Neptune 's crown and tries to alert Neptune . However , Plankton uses mind @-@ controlling bucket helmets disguised as souvenirs to control Bikini Bottom

's residents , including Squidward , and renames the city Planktopolis .

Meanwhile , SpongeBob and Patrick encounter a dangerous trench , but Neptune 's daughter Mindy (Scarlett Johansson) helps them past it by making them think she can transform them into men . They are stopped by Dennis , who tries to crush them with his spiked boots , but he is in turn stepped on by a massive " cyclops " (a diver) (Neil Ross) . The " cyclops " grabs SpongeBob and Patrick , and goes to his beachside store , revealed to be Shell City . At the store , SpongeBob and Patrick find the crown , but are killed in a lethal drying @-@ out process with the heat lamp turned on . Their tears short @-@ circuit the heat lamp ; its smoke activates the sprinkler system , reviving their bodies and the other dried sea creatures to be sold as souvenirs . As the sea creatures attack the diver , SpongeBob and Patrick take the crown and head for the beach . When they lose their way home , David Hasselhoff offers them a ride ; Dennis catches up to them but is knocked by a catamaran back into the sea .

Back at the Krusty Krab 2 , Neptune arrives to execute Mr. Krabs . Just in time , SpongeBob and Patrick return with the crown and confront Plankton , who then drops a mind @-@ control bucket on Neptune , enslaving him . SpongeBob performs the song " Goofy Goober Rock " (performed by Jim Wise) and , after transforming into an electric guitar @-@ wielding wizard for the duration of the song , he frees Bikini Bottom 's residents . Plankton is arrested , and King Neptune thanks SpongeBob for his bravery and thaws Mr. Krabs , who makes SpongeBob manager of the Krusty Krab 2 in gratitude .

= = Cast = =

= = Production = =

= = = Development = = =

The SpongeBob SquarePants Movie was long @-@ planned ; Nickelodeon and Paramount Pictures had approached series creator Stephen Hillenburg for a film based on the show , but he refused for more than a year . Hillenburg was concerned , after watching The Iron Giant and Toy Story with his sons , about the challenge of SpongeBob and Patrick doing something more cinematically @-@ consequential and inspiring without losing what he calls the SpongeBob " cadence . " He said , on a break from season @-@ four post @-@ production , " To do a 75 @-@ minute movie about SpongeBob wanting to make some jellyfish jelly would be a mistake , I think [...] This had to be SpongeBob in a great adventure . That 's where the comedy 's coming from , having these two naïve characters , SpongeBob and Patrick , a doofus and an idiot , on this incredibly dangerous heroic odyssey with all the odds against them . "

In 2002 , Hillenburg and the show 's staff stopped making episodes to work on the film after the show 's third season . The film 's plot originally had SpongeBob rescue Patrick from a fisherman in Florida ; an obvious reference to the 2003 film , Finding Nemo , this was later said by Tom Kenny (the voice of SpongeBob) to be a " joke " plot to keep fans busy . Hillenburg wrote the film with five other writer @-@ animators from the show (Paul Tibbitt , Derek Drymon , Aaron Springer , Kent Osborne and Tim Hill) over a three @-@ month period in a room of a former Glendale , California bank . Osborne said , " It was hugely fun [...] although it did get kind of gamy in there . " At the beginning of the series , Hillenburg screened a number of silent shorts (from Laurel and Hardy , Charlie Chaplin and Buster Keaton) and work by two modern comic actors : Jerry Lewis and Pee @-@ wee Herman , both obvious inspirations for SpongeBob . For the film , the writers created a mythical hero 's quest : the search for a stolen crown , which brings SpongeBob and Patrick to the surface . Bill Fagerbakke (the voice of Patrick) said about the plot , " It 's just nuts . I 'm continually dazzled and delighted with what these guys came up with . "

When the film was completed , Hillenburg wanted to end the series " so [it] wouldn 't jump the shark " . However , Nickelodeon desired more episodes ; Hillenburg stated : " Well , there was

concern when we did the movie [in 2004] that the show had peaked . There were concerns among executives at Nickelodeon . " As a result , Hillenburg resigned as the series ' showrunner , appointing supervising producer , writer , director , and storyboard artist Paul Tibbitt to succeed him . Tibbitt was one of Hillenburg 's favorite crew members : " [I] totally trusted him . " Tibbitt is still showrunner , and acts as an executive producer since 2008 . Hillenburg no longer writes or runs the show on a day @-@ to @-@ day basis , but reviews each episode and submits suggestions : " I figure when I 'm pretty old I can still paint [...] I don 't know about running shows . " Tom Kenny , Bill Fagerbakke and the crew confirmed that they had completed four episodes for broadcast on Nickelodeon in early 2005 , and planned to finish a total of about 20 for the fourth season .

In September 2003 , Jules Engel , Hillenburg 's mentor when he studied experimental animation at the California Institute of the Arts , died . Hillenburg dedicated the film to him : " He truly was the most influential artistic person in my life . I consider him my ' Art Dad . ' "

= = = Animation = = =

There were a number of stages involved in the making of the film , beginning with a rough animation process of ideas drawn on Post @-@ it notes . The writers drew , working from rough outlines rather than scripts (which made the humor more visual than verbal) . Hillenburg said , " It 's in the characters ' extreme body language , in how they slither capriciously around the deadpan frames . " The storyboard artists , including Sherm Cohen , then illustrated ideas conceived by the writers . In the series Tom Yasumi and Andrew Overtoom do the animatics , but director Hillenburg and writer Derek Drymon did the animatics for the film . Yasumi and Overtoom were the film 's animation @-@ timing directors , concentrating on the sheets . The SpongeBob SquarePants Movie was animated at Rough Draft Studios in South Korea . The animators worked semi @-@ digitally ; pencil @-@ drawn poses would be composited into layouts in Photoshop .

Series writer and storyboard artist Erik Wiese left the show for a year to work on Samurai Jack and Danny Phantom , but returned to do storyboards and character layout for the film . He " always wanted to be a feature animator , and the movie felt like I was on the character animation end " , describing the experience as " a blast ? it felt like coming home . "

Hillenburg enjoyed the process of making the film : " The TV schedule is tight , and you don 't always have a lot of time to work on your drawings . " He appreciated the film 's hand @-@ drawn animation : " I think the movie 's drawings are much superior than the TV show " , although CGI animation was flourishing at the time of the film 's release . " There 's a lot of talk about 2 @-@ D being dead , and I hope people don 't think that . Even Brad Bird is a proponent of 2 @-@ D. He would agree with me that it 's all about what you 're trying to say . There are many ways to tell a story , and what 's unique about animation is that there are many styles with which to tell a story . " The clay animation scenes were shot by Mark Caballero , Seamus Walsh and Chris Finnegan at Screen Novelties in Los Angeles .

= = = Filming = = =

The film features live @-@ action scenes directed by Mark Osborne in Santa Monica , California . The ship used during the 30 @-@ second opening featuring the pirates singing the theme was the Bounty , a 180 @-@ foot (55 m) -long , enlarged reconstruction of the 1787 Royal Navy sailing ship HMS Bounty built for 1962 's Mutiny on the Bounty . The ship has appeared in a number of other films , including Treasure Island (1999) , Pirates of the Caribbean : Dead Man 's Chest (2006) and Pirates of the Caribbean : At World 's End (2007) . In film trailers , live @-@ action scenes were taken from Das Boot (1981) , The Hunt for Red October (1990) and U @-@ 571 (2000) .

Baywatch and Knight Rider actor David Hasselhoff made a cameo in the live @-@ action scenes , offering SpongeBob and Patrick a ride to Bikini Bottom . The scene was originally written before consulting Hasselhoff . Hillenburg was pleased with the storyboards ; Lead storyboard artist Sherm Cohen said , " He had been wrestling with the ending for quite a while , and finally he was ready to pitch his ideas to some of the other board artists . " Hillenburg was counting on casting Hasselhoff ,

and the first question asked him was " So , do we have Hasselhoff ? " He replied " No " , with a grin . Hasselhoff eventually agreed , before seeing the script . Hillenburg said about the actor , " He 's a great guy [...] He was great at making fun of himself . "

The crew built a 750 @-@ pound (340 kg) , 12 @-@ foot (3 @. @ 7 m) replica of Hasselhoff . The \$ 100 @, @ 000 replica was kept at Hasselhoff 's home ; he has said , " It freaked me out because it was so lifelike , with teeth , when you touch it [it] feels like real skin . It 's soft , like your skin . " At the completion of filming , Hasselhoff said , " That 's ridiculously awesome . What are you gonna do with it ? " Asked by the crew if he wanted to keep it , he answered , " Uh , yeah . Okay . " Hasselhoff filmed in cold water , where he was pulled by a sled nine yards across the sea ; he described the experience as " cold but [a] lot of fun . "

In late March 2014 , Hasselhoff auctioned off the replica with other memorabilia collected during his career . Julien 's Auctions handled the item 's sale , which were expected to bring in between \$ 20 @, @ 000 and \$ 30 @, @ 000 . The auction was scheduled to begin on April 11 .

= = = Cast = = =

The film stars the series ' main cast members , Tom Kenny as SpongeBob SquarePants , Bill Fagerbakke as Patrick Star , Rodger Bumpass as Squidward Tentacles , Clancy Brown as Mr. Krabs , Carolyn Lawrence as Sandy Cheeks and Mr. Lawrence as Plankton . It also features Jill Talley as Karen , Mary Jo Catlett as Mrs. Puff , Lori Alan as Pearl , Dee Bradley Baker as Perch Perkins , Carlos Alazraqui as King Neptune 's squire , Aaron Hendry as the Cyclops and Neil Ross as the voice of the Cyclops . In addition to the series ' cast , it was reported on March 23 , 2004 that Scarlett Johansson , Jeffrey Tambor and Alec Baldwin would play new characters Mindy , King Neptune and Dennis , respectively , and David Hasselhoff would appear as himself .

Johansson accepted the role because she likes cartoons and was a fan of The Ren & Stimpy Show . When Jeffrey Tambor signed for his voice cameo , he saw his character (King Neptune) and joked , " This is me . " He remembered the first cartoon he saw , Bambi : " My first cartoon , I had to be carried out crying [...] It was Bambi . It 's like the great American wound : the death of Bambi 's mother . ' Run , Bambi , run ! ' " Another guest voice was Alec Baldwin ; Stephen Hillenburg said that the actor recorded his character Dennis on a " phone " : " I wouldn 't say that about his performance . He might be mad if we said that . Technically , it was like he was in another booth in the studio . "

Baywatch and Knight Rider star David Hasselhoff accepted the role when his daughters , Taylor @-@ Ann and Hayley , urged him : " I got an offer to do a cameo in the SpongeBob Movie and I turned to my girls , who were like 16 and 14 , and I said , ' Who 's SpongeBob ? ' and they said , ' Oh my God , Dad , it 's the number one cartoon in the world , you gotta do it . ' " Hasselhoff enjoyed his cameo : " It was great fun and to this day around the world kids stop me and say , ' Are you David Hasselhoff ? ' because I was the only human in the picture . " Hasselhoff said that the film gained him new fans : " It 's amazing - so many of the kids were so young and didn 't see Baywatch and Knight Rider so I got a whole new legion of fans . "

= = = Music = = =

Gregor Narholz composed the score for the film , conducting the recording sessions (in 5 @. @ 1 surround sound) with the London Metropolitan Orchestra at Abbey Road Studios in London . Narholz was signed when series music editor Nick Carr recommended him to Hillenburg after they worked together at the Associated Production Music library . Narholz was honored at the 2005 ASCAP Film and Television Music Awards for his work on the film , and received a nomination for Music in an Animated Feature Production at the 32nd Annie Awards .

American rock band The Flaming Lips recorded " SpongeBob & Patrick Confront the Psychic Wall of Energy " . They shot the song 's music video , directed by band member Wayne Coyne and filmmaker Bradley Beesley , in Austin , Texas . Coyne said , " Stephen [Hillenburg] seems to be a fan of the weirder music of the late ' 80s and early ' 90s [...] He wanted to evoke the music he got

turned onto back then . " Coyne suggested a duet with Justin Timberlake , but Hillenburg refused ; according to Coyle , " ... but [Stephen Hillenburg] said , ' I don 't want any of those sort of commercial weirdos on there . I don 't like those commercial people . I like you guys , and Wilco and Ween . ' " American band Wilco wrote and recorded " Just a Kid " . One of the film 's producers contacted frontman Jeff Tweedy after seeing a SpongeBob air freshener hanging from Tweedy 's rearview mirror in I Am Trying to Break Your Heart : A Film About Wilco . Tweedy said , " I fell in love with SpongeBob when I heard him describe the darkness at the bottom of the sea as ' advanced darkness ' [...] How could I not write a song for this film ? It automatically makes me the coolest dad on the block . " Avril Lavigne recorded the series ' theme for the soundtrack . Other artists contributing to the soundtrack were Motörhead , singing " You Better Swim " (a derivative of their 1992 song " You 'd Better Run ") ; Prince Paul (" Prince Paul 's Bubble Party ") ; Ween (" Ocean Man ") , and the Shins (" They 'll Soon Discover " , partially written in 2001) .

" The Best Day Ever " , written by Tom Kenny (SpongeBob 's voice actor) and Andy Paley , was featured in the film and on its soundtrack . Kenny and Paley were working on what would become the album The Best Day Ever , writing " The Best Day Ever " and " Under My Rock " . The film 's production team needed two more tracks for the soundtrack ; Hillenburg heard the songs , and decided to include them . " The Best Day Ever " ended up being played during the film 's closing credits .

= = = Deleted scenes = = =

The DVD and Blu @-@ ray releases include animatics of deleted scenes from the film , including SpongeBob and Patrick 's meeting with Sandy Cheeks (a squirrel) on the surface after their escape from Shell City . Patrick repeatedly vomits , upset by Sandy 's unusual appearance . The squirrel is pursued by black @-@ suited exterminators , and defends herself with acorns . She informs SpongeBob and Patrick that they can return to Bikini Bottom by taking a bus at the beach .

When SpongeBob awakens with a hangover on the Goofy Goober party boat , he asks a waiter for a " Double @-@ Fudge Spinny " ; the rejected line was used in a tie @-@ in book , Ice @-@ Cream Dreams , which was based on the film . In 2013 the film 's lead storyboard artist , Sherm Cohen , released a storyboard panel of a deleted scene from the film with SpongeBob awakening from his dream saying " WEEEEEE ! " and Mr. Krabs holding a manager 's hat .

= = Release = =

The film 's trailer was released on May 19 , 2004 , and was attached to Shrek 2 . The SpongeBob SquarePants Movie opened in theaters on November 19 , 2004 ; its yellow @-@ carpet world premiere was at Grauman 's Chinese Theatre in Hollywood on November 14 , 2004 . Among celebrities who saw the premiere with their children were Ray Romano , Larry King , Ice Cube , CSI : Crime Scene Investigation 's Gary Dourdan and Friends ' Lisa Kudrow . The carpet was a disturbing reminder of home for Tom Kenny , SpongeBob 's voice actor ; he said , " I have a 15 @-@ month @-@ old daughter , so I 'm no stranger to yellow carpets . "

= = = Marketing = = =

Julia Pistor , the film 's co @-@ producer , said that although Nickelodeon (which owns the SpongeBob trademark) wanted to sell character @-@ themed backpacks , lunch boxes and wristwatches it respected Hillenburg 's integrity and gave him control of merchandising . Hillenburg had no problem with candy and ice cream tie @-@ ins , Pistor said (because of the treats ' simplicity) , but he had issues with fast food tie @-@ ins ; according to him , the latter was " full of hidden additives . " Pistor said , " The trouble is that you can 't go out with animated films without a fast @-@ food tie @-@ in [...] People don 't take you seriously . " Hillenburg replied , " Yeah , well , my take on that is that we shouldn 't do that [...] We didn 't want to suddenly become the people serving up food that 's not that good for you - especially kids . We work with Burger King , and they

make toys and watches . But to actually take the step of pushing the food , that 's crossing the line . I don 't want to be the Pied Piper of fast food . "

The film was promoted across the United States . Nickelodeon joined Burger King for a 12 @-@ figure toy line based on the film , and about 4 @,@ 700 Burger King stores perched 9 @-@ foot (2 @.@ 7 m) , inflatable SpongeBob figures on their roofs as part of the promotion (one of the largest in fast @-@ food history) . Customers could also purchase one of five different SpongeBob @-@ themed watches for \$ 1 @.@ 99 with the purchase of a value meal .

On November 11 , 2004 , it was reported that a number of the inflatables had been stolen from Burger King roofs nationwide . Burger King chief marketing officer Russ Klein said , " As to the motives behind these apparent ' spongenappings ' , we can only speculate . We did receive one ransom note related to an inflatable SpongeBob disappearance in Minnesota . " The chain offered a year 's supply of Whopper sandwiches as a reward for information leading to the return of inflatables stolen in November . One was found attached to a railing at the football @-@ field 50 @-@ yard line at an Iowa college , and another under a bed in Virginia . A ransom note was found for a third : " We have SpongeBob . Give us 10 Krabby Patties , fries , and milkshakes . " Steven Simon and Conrad (C.J.) Mercure Jr. were arrested after stealing an inflatable from a Burger King in St. Mary 's County , Maryland . While facing up to 18 months in jail and a \$ 500 fine , Simon and Mercure said they were proud of what they did ; Simon said , " Once we got caught by the police , we were like , now we can tell everybody . " The following year Burger King took " extra security precautions " , when Stormtroopers from George Lucas ' Star Wars guarded the delivery of Star Wars toys to a Burger King in North Hollywood .

The Cayman Islands , a British Overseas Territory in the western Caribbean Sea , joined with Nickelodeon to create the first Cayman Islands Sea School with SpongeBob for the film . The partnership was announced by Pilar Bush , Deputy Director of Tourism for Cayman Islands , on March 10 , 2004 . As part of the agreement the Cayman partnership was seen on Nickelodeon 's global multimedia platforms , including on @-@ air , online and in magazines .

In 2005 , Nickelodeon and Simon Spotlight released a book , Ice @-@ Cream Dreams , as a tie @-@ in to the film . It was written by Nancy E. Krulik and illustrated by Heather Martinez , with Krulik and Derek Drymon as contributors .

= = = SpongeBob SquarePants Movie 300 = = =

On October 15 , 2004 , the film was the first to sponsor a NASCAR race : the 300 @-@ mile (480 km) , Busch Series SpongeBob SquarePants Movie 300 at Charlotte Motor Speedway in North Carolina . It was the first race of its kind where children at the track could listen to a special , " kid @-@ friendly " radio broadcast of the event .

Kyle Busch and Jimmie Johnson debuted a pair of SpongeBob SquarePants @-@ themed Lowe 's Chevrolet race cars in the race . Johnson 's No. 48 Chevrolet included an image of SpongeBob across the hood , and Busch 's No. 5 Chevrolet featured Patrick Star . Johnson said , " This sounds so cool [...] I know there are a lot of families who will be excited that Lowe 's is doing this . The great thing is there will be something for every type of race fan . Plus how can we go wrong with SpongeBob helping us out on the car ? "

= = = Home media = = =

The film was released on DVD on March 1 , 2005 , in wide- and full @-@ screen editions , by Paramount Home Entertainment . It contains an 18 @-@ minute featurette , The Absorbing Tale Behind The SpongeBob SquarePants Movie , featuring interviews with most of the principal cast and crew ; a 15 @-@ minute featurette , Case of the Sponge " Bob " , hosted by Jean @-@ Michel Cousteau ; a 20 @-@ minute animatic segment featuring scenes from the film with dialogue by the original artists , and the film 's trailer . The film was released as a Blu @-@ ray @-@ plus @-@ DVD combination pack on March 29 , 2011 . A VHS version was released on March 1 , 2005 ; it was the final VHS animated film from Nickelodeon Movies . As a tie @-@ in to the film 's DVD release , 7

@-@ Eleven served a limited @-@ edition Under @-@ the @-@ Sea Pineapple Slurpee in March 2005 .

It was re @-@ released on Blu @-@ ray on December 30 , 2014 .

= = Reception = =

= = = Box office = = =

The SpongeBob SquarePants Movie earned \$ 9 @, @ 559 @, @ 752 on its opening day in the United States , second behind Disney 's National Treasure (which earned \$ 11 million) . It grossed a combined total of \$ 32 @, @ 018 @, @ 216 during its opening weekend , on 4 @, @ 300 screens at 3 @, @ 212 theaters , averaging \$ 9 @, @ 968 per venue (or \$ 7 @, @ 446 per screen , again second to National Treasure) . The film dropped an unexpected 44 percent over the Thanksgiving weekend , and 57 percent the weekend after that . The opening weekend earned 37 @. @ 48 percent of the film 's final gross . It closed on March 24 , 2005 , failing to out @-@ gross holiday animated competitors The Incredibles (from Disney @-@ Pixar , grossing \$ 261 @, @ 441 @, @ 092) and The Polar Express (Warner Bros. , grossing \$ 183 @, @ 373 @, @ 735) . It was still profitable for distributor Paramount Pictures and producer Nickelodeon Movies , earning \$ 85 @, @ 417 @, @ 988 in the United States and \$ 140 @, @ 161 @, @ 792 worldwide on a budget of \$ 30 million . The film was the 29th @-@ highest @-@ grossing 2004 film domestically and is the sixth @-@ highest @-@ grossing animated TV adaptation of all time .

= = = Critical reception = = =

On Rotten Tomatoes , the film holds a rating of 68 % , based on 125 reviews , with an average score of 6 @. @ 2 / 10 . The site 's consensus reads , " Surreally goofy and entertaining for both children and their parents . " Metacritic gave the film a score of 66 out of 100 , based on 32 critics , indicating " generally favorable reviews " . According to CinemaScore , audiences gave the film a grade of " B + " on an A + to F scale .

Roger Ebert gave the film three out of four stars , calling it " the ' Good Burger ' of animation ... plopping us down inside a fast @-@ food war being fought by sponges , starfish , crabs , tiny plankton and mighty King Neptune . " Ed Park of The Village Voice wrote , " No Pixar ? No problem ! An unstoppable good @-@ mood generator , the resolutely 2 @-@ D [The] SpongeBob SquarePants Movie has more yuks than Shark Tale and enough soul to swallow The Polar Express whole . " Michael Rechtshaffen of The Hollywood Reporter gave the film a positive review , calling it " an animated adventure that 's funnier than Shark Tale and more charming than The Polar Express . " Randy Cordova of The Arizona Republic said , " Like the TV show it 's based on , it 's a daffy , enjoyable creation . " Jami Bernard of the New York Daily News gave the feature a score of three out of four : " It 's not The Incredibles , or one of those animated features that spent zillions on character design , pedigree and verisimilitude . But SpongeBob is a sweet , silly thing with a child @-@ friendly esthetic all its own . " Will Lawrence of Empire gave the film four out of five stars , calling it " a film for kids , students , stoners , anyone who enjoys a break from reality . " Lisa Schwarzbaum of Entertainment Weekly gave it a B @-@ minus grade : " The best moments in his [SpongeBob SquarePants] first movie outing are those that feel most TV @-@ like , just another day in the eternally optimistic undersea society created with such contagious silliness by Stephen Hillenburg . " Desson Thomson of The Washington Post enjoyed the film : " You gotta love SpongeBob . Coolest sponge in the sea , although this one has a suspiciously manufactured look . "

Carla Meyer of the San Francisco Chronicle wrote that " The SpongeBob SquarePants Movie retains the 2 @-@ D charm of the hugely popular Nickelodeon cartoon but adds a few tricks ? a little 3 @-@ D here , a little David Hasselhoff there . The series ' appeal never lay in its visuals , however . ' SpongeBob ' endeared itself to kids and adults through sweetness and cleverness , also abundant

here . " A. O. Scott of The New York Times gave it a score of four out of five : " If you 're tired of ... bluster and swagger , SpongeBob is your man . " Tom Maurstad of The Dallas Morning News also gave the film a B @-@ minus grade : " Being so good is what led to making the movie , and it 's also the reason that many small @-@ screen episodes are better than this big @-@ screen venture . "

Some reviews praised David Hasselhoff 's appearance in the film . Jennifer Frey of The Washington Post wrote , " Getting to see the hairs on Hasselhoff 's back (and thighs , and calves) magnified exponentially is perhaps a bit creepy . Like the movie , it 's all in good fun . " Nancy Basile of About.com , who gave the film four out of five stars , wrote that Hasselhoff " must have a great sense of humor . " Cinema Blend founder Joshua Tyler called Hasselhoff 's role " the best movie cameo I 've seen since Fred Savage stuck a joint in his crotch and played a clarinet to charm the resulting smoke like a snake . "

David Edelstein of Slate criticized the film 's plot , calling it a " big , heavy anchor of a story structure to weigh him down . " Mike Clark of USA Today called it " harmlessly off @-@ the @-@ cuff ? but facing far more pedigreed multiplex competition ... SpongeBob barely rates as OK when compared with The Incredibles . " A reviewer noted in Time Out London , " Anyone expecting anything more risky will be sadly disappointed . " In his Variety review , Todd McCarthy said the film " takes on rather too much water during its extended feature @-@ length submersion . " Internet Movie Database staff member David N. Butterworth gave it zero stars , saying that " For much like fish , The SpongeBob SquarePants Movie truly stinks . "

While the film was generally well received by fans of the show , it is considered a turning point in the show 's history ; many fans believe that the television series has declined in quality since the film 's release . While episodes aired before the film were praised for their " uncanny brilliance " , those aired after the film have been called " kid @-@ pandering attention @-@ waster [s] " , " tedious " , " boring " , " dreck " , a " depressing plateau of mediocrity " and " laugh @-@ skimpy . " After the film 's release , fans " began to turn away from the show , " causing fansites to " bec [ome] deserted . " Some fans believe that the show 's 2012 ratings decline correlates with a decline in quality , and " whatever fan support [the show] enjoys is not enough " to save it from its slide in ratings .

= = = Accolades = = =

= = Video game = =

A video game based on the film was released for PlayStation 2 PC , Game Boy Advance , Xbox and GameCube on October 27 , 2004 for Mac OS X in 2005 and PlayStation 3 on February 7 , 2012 . The home @-@ console version was developed by Heavy Iron Studios ; the Game Boy Advance version was developed by WayForward Technologies and published by THQ .

It was created on the same engine as SpongeBob SquarePants : Battle for Bikini Bottom . Game developer Heavy Iron Studios tweaked the graphics to give the game a sharper and more @-@ imaginative look than Battle for Bikini Bottom . It increased the polygon count , added several racing levels and incorporated many creatures from the film . The game 's plot was based on the film , with SpongeBob and Patrick on a mission taking them outside Bikini Bottom to retrieve Neptune 's crown . On October 4 , 2004 , THQ announced the game 's mobile release . Nickelodeon vice @-@ president for new @-@ media business development Paul Jelinek said , " As one of the leading publishers of wireless entertainment content , THQ Wireless is introducing the SpongeBob SquarePants license to a whole new audience of gamers [...] THQ has been a great partner to Nickelodeon over the years and we look forward to the same standard of excellence with these upcoming SpongeBob SquarePants games for wireless devices . " The mobile console was developed by Amplified Games .

= = Sequels = =

On February 28 , 2012 , the production of a sequel was announced ; it would be directed by Paul

Tibbitt , written by Jonathan Aibel and Glenn Berger and produced by Stephen Hillenburg for a late @-@ 2014 release . On August 1 , 2013 , Paramount changed the sequel 's release date to February 13 , 2015 . It was announced in early June 2014 that the film would instead be released on February 6 , 2015 , to avoid competition with Universal Pictures ' Fifty Shades of Grey , which was set for a February 13 , 2015 release . A third film has been announced and has a release date of February 8 , 2019 .