

Nickelodeon Announces Entitlement Sponsorship of SpongeBob SquarePants 400 NASCAR Sprint Cup Series Race at Kansas Speedway, May 9

NEW YORK--(BUSINESS WIRE)-- Nickelodeon today announced that it is the entitlement sponsor of the NASCAR Sprint Cup Series race on Saturday, May 9 at Kansas Speedway dubbed the *SpongeBob SquarePants 400*. The *SpongeBob SquarePants 400*, which will be broadcasted on 7:30 p.m. ET on FOX Sports 1, will feature a weekend of Bikini Bottom-themed activities and fun for the entire family.

"The *SpongeBob SquarePants 400* gives Nickelodeon the opportunity to expand its relationship with NASCAR, while working with a best-in-class track to give fans a unique, engaging and high-quality race experience that the whole family can enjoy," said Pam Kaufman, Chief Marketing Officer and President of Consumer Products, Nickelodeon Group. "Nickelodeon has embarked on some great initiatives with NASCAR over the last 10 years, sponsoring and participating in marquee racing events that have resonated with motorsports fans across the country."

"I'm excited to partner with Nickelodeon for the *SpongeBob SquarePants 400* on May 9," said Patrick Warren, Kansas Speedway President. "This is a great opportunity for us to engage SpongeBob fans of all ages to racing with a great partner."

Also at the speedway, attendees will be able to enjoy some pre-Mother's Day fun in the Nickelodeon Kids Zone, which will be located in the Kansas Speedway Fan Zone. The area will feature appearances from the *SpongeBob SquarePants* costumed characters, a *SpongeBob SquarePants* photo station and more.

Nickelodeon has a long-standing relationship with NASCAR, teaming up with the motorsports giant on several programming and racing events. On the track, the network has sponsored the *SpongeBob SquarePants Movie 300* at Charlotte Motor Speedway in Concord, NC in 2004; participated in the Bank of America 500 week in 2012; and brought the *Teenage Mutant Ninja Turtles* to the Atlanta Motor Speedway for the NASCAR XFINITY Series and NASCAR Sprint Cup Series races in 2014. NASCAR has also contributed talent and content to Nickelodeon programming such as the *Kids' Choice Awards* (Danica Patrick, 2012 and 2013), *Kids' Choice Sports Awards* (Danica Patrick, 2014), *Team Umizoomi* (Jeff Gordon, 2012), *Hammer Down* (2014) and an upcoming *Bubble Guppies* episode (Jimmie Johnson, premiering in 2015).

Since its launch in July 1999, *SpongeBob SquarePants* has emerged as a pop culture phenomenon. The series has been the most-watched animated program with kids 2 - 11 for more than 13 consecutive years, and over the past several years, it has averaged more than 100,000,000 total viewers every quarter across all Nickelodeon networks. As the most widely distributed property in Viacom history, SpongeBob is seen in over 185 countries and translated in more than 50 languages. The character-driven cartoon chronicles the nautical and sometimes nonsensical adventures of SpongeBob, an incurably optimistic and earnest sea sponge, and his undersea friends.

About Nickelodeon

Nickelodeon, now in its 35th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 20 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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Source: Nickelodeon

