



REQUEST FOR DECISION

SUBJECT:	Sponsorship Request – Risky Business Motorsports		
SUBMISSION TO:	REGULAR COUNCIL MEETING	REVIEWED AND APPROVED FOR SUBMISSION	
MEETING DATE:	May 27, 2025	CAO:	MANAGER:
DEPARTMENT:	COMMUNITY SERVICES	DIR: MH	PRESENTER: LD
STRATEGIC PLAN:	Culture, Social & Emergency Services	LEG: SS	

RELEVANT LEGISLATION:

Provincial (cite) – N/A

Council Bylaw/Policy (cite) – Policy 8012 – Sponsorships

RECOMMENDED ACTION:

MOTION: That Council approve sponsorship in the amount of \$1,000.00 to Risky Business Motorsports in hosting the “Bogfather’s Mud Bog” on June 28, 2025, in rural Valleyview, Alberta, with funds to come from the 2025 Community Services Sponsorships and Donations budget.

BACKGROUND/PROPOSAL:

Risky Business Motorsports is hosting the “Bogfather’s Mud Bog” on June 28, 2025, south of Valleyview and is asking for a \$5,000.00 sponsorship to help cover the event's costs.

Risky Business Motorsports is an unregistered non-profit organization located south of Valleyview dedicated to organizing motorsports events, with a particular focus on off-road events, such as mud bogging. In response to a steady decrease in opportunities for motorsports enthusiasts to attend and participate in such events, the organization hosted its first mud bogging event in 2023. Due to its success, the 2024 event saw attendance and entry numbers double, bringing in racers and fans from across Alberta and British Columbia.

The event will take place just south of Valleyview in a safe and controlled environment, drawing numerous participants and spectators to the Greenview area, which could positively impact local businesses. The organization is looking to continue the event annually and plans to continue raising funds to update and replace old equipment and seating to make it a safe and family-friendly event.

The organization has done additional fundraising, with a total of \$10,000.00 raised/donated in 2024.

Greenview has not received any prior sponsorship requests from the organization. Administration is recommending a sponsorship of \$1,000.00. While the event offers Greenview residents an opportunity to attend, it has a limited benefit for Greenview.

The 2025 Sponsorships & Donations budget remaining balance is approximately \$110,788.78.

BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of Council accepting the recommended motion is that Greenview would be helping support a local event which allows Greenview residents the opportunity to attend and could have a positive impact on Valleyview and area businesses.

DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motion.

ALTERNATIVES CONSIDERED:

Alternative #1: Council has the alternative to recommend a different sponsorship amount.

FINANCIAL IMPLICATION:

Direct Costs: \$1,000.00

STAFFING IMPLICATION:

There are no staffing implications to the recommended motion.

PUBLIC ENGAGEMENT LEVEL:

Greenview has adopted the IAP2 Framework for public consultation.

INCREASING LEVEL OF PUBLIC IMPACT

Inform

PUBLIC PARTICIPATION GOAL

Inform - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

PROMISE TO THE PUBLIC

Inform - We will keep you informed.

FOLLOW UP ACTIONS:

Administration will advise Risky Business Motorsports of Council's decision.

ATTACHMENT(S):

- Sponsorship Application & Attachments