



Policy on Sponsorships and Endorsements

The Council of State Archivists welcomes corporate support for its programs, events, and publications subject to the guidelines presented in this policy statement.

It is important that any sponsorship arrangement involving the Council of State Archivists should

- Be unambiguous and clearly understood by all parties.
- Avoid any real or perceived conflict of interest.
- Avoid real or implied endorsement of a commercial product.
- Avoid partnerships with inappropriate individuals and organizations.
- Receive appropriate approval from the board of directors.
- Be fully accountable to the Council of State Archivists' board.

Definitions

A sponsorship is a mutually beneficial exchange whereby the sponsor receives value in return for cash or goods or services-in-kind provided to the organization. The relationship requires a formal written agreement or confirmation setting out the terms of the sponsorship, including any recognition to be provided to the sponsor, and must be signed by an authorized member of the sponsor and by the Council of State Archivists' president or executive director.

This policy does not apply to philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the sponsor and where no business relationship exists. As a result, tax receipts are not issued to sponsors. Sponsorships are usually considered business expenses and not charitable donations. They are typically funded from corporate marketing budgets.

General Principles Governing Sponsorship

- The Council of State Archivists' board of directors is responsible for determining whether a sponsorship will be solicited and/or accepted based on an assessment of the best interests of the organization and the wishes of its members.
- The Council of State Archivists may refuse any sponsorship deemed at variance with the organization's mission, goals, policies, and best interests.
- Sponsorships do not imply endorsement of products or services by the organization.
- A sponsorship does not automatically imply any exclusive arrangement with the organization.
- There must not be preferential treatment as a result of sponsorship, for example an expectation that a company will get favored treatment by the Council of State Archivists over a competitor.
- Where appropriate, sponsorships should be arranged after publicly calling for expressions of interest to ensure there is no disadvantage to any individual or business.
- Sponsorships must comply with the Council of State Archivists' policy on conflict of interest.

- Individual staff should not receive any substantial benefit from association with sponsors.
- Any commissions, substantial gifts, or other financial benefits should be brought to the attention of the board of directors.
- The Council of State Archivists must retain control over any sponsored program and sponsors should not have any input into operational matters relating to a project they have sponsored.
- As per Council policy, ten percent of the sponsorship amount will be deposited in the Reserve Fund (established 2010).
- Up to ten percent of each sponsorship may be used toward the administration and indirect costs of the sponsorship.

Who Can Be a Sponsor?

- Sponsorship should be avoided with any industry or organization that has a real or perceived conflict of interest and does not support the way the Council of State Archivists staff perform their duties.
- The sponsoring organization's policies and procedures will be in concert with the mission statement of the Council of State Archivists and not likely to cause embarrassment to the Council of State Archivists.

Principles for accepting and displaying sponsorship advertising

In order to ensure editorial integrity, the Council of State Archivists has established the following principles to guide the acceptance and display of sponsorship advertising in association with its content:

- The Council of State Archivists shall have sole discretion for determining the display of sponsor advertising. All sponsored programs will be recognized as such.
- Acceptance of sponsorship advertising shall in no way indicate the Council of State Archivists' endorsement of the sponsor's products and/or services.
- The Council of State Archivists shall not relinquish to the sponsor any aspect of the Council of State Archivists' right to manage and control the organization's assets.
- Sponsors shall not dictate the form or substance of any content appearing on a sponsored program for the Council of State Archivists.
- The Council of State Archivists shall be directly responsible for communicating and ensuring compliance of its sponsorship advertising policy to all of its participants.
- The Council of State Archivists sponsorship policy will be available on the Council of State Archivists' Web site.

This policy was adopted by the Board of Directors of the Council of State Archivists on April 19, 2007 and amended on May 28, 2014.