



CoSA
Council of State Archivists

DOCUMENTING GOVERNMENT

PROMOTING HISTORY

SECURING RIGHTS

Policy on Sponsorships and Endorsements

The Council of State Archivists (CoSA) engages in sponsorships to advance its mission and expand the reach and impact of its programs, events, publications, and initiatives. Sponsorships also support the long-term sustainability of CoSA. All sponsorships must not affect CoSA's programs, policy positions, or decisions and must comply with this policy.

It is important that any sponsorship arrangement involving CoSA should:

- Be unambiguous and clearly understood by all parties.
- Avoid any real or perceived conflict of interest.
- Avoid real or implied endorsement or a commercial product.
- Avoid partnerships with inappropriate individuals and organizations at the discretion of the CoSA Board of Directors.
- Receive appropriate approval from the Board of Directors.
- Be fully accountable to the CoSA Board of Directors.

Definitions

A sponsorship is a mutually beneficial exchange whereby the sponsor receives value in return for cash, goods, or in-kind services provided to the organization. The relationship requires a formal written agreement 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 CoSA 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.

General Principles Governing Sponsorship

- The CoSA Executive Director is responsible for determining whether a sponsorship will be solicited based on an assessment of the best interests of the organization and the wishes of its members.
- CoSA 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 CoSA 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 or implication of preferential treatment.

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- Sponsorships must comply with CoSA's Conflict of Interest Policy.
- 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.
- CoSA must retain control over any sponsored program, and sponsors should not have any input into operational matters relating to a project they have sponsored.
- Annually, the CoSA Board of Directors will determine the percentage of sponsorships that may be deposited to the Reserve Fund and be used towards the administrative costs of facilitating the sponsorship.
- Terms of termination will be determined by the sponsorship contract.

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 CoSA staff perform their duties.
- The sponsoring organization's policies and procedures will be in concert with the mission statement of CoSA and not likely to cause embarrassment to CoSA.

Principles for Accepting and Displaying Sponsorship Advertising

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

- Acceptance of sponsorship advertising shall in no way indicate CoSA's endorsement of the sponsor's products and/or services.
- CoSA shall not relinquish to the sponsor any aspect of CoSA's 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 CoSA.
- CoSA shall be directly responsible for communicating and ensuring compliance of its sponsorship advertising policy to all of its prospective and active sponsors.
- The CoSA Policy on Sponsorships and Endorsements will be available on the CoSA website.

Approval and Revision

This policy was adopted by the Board of Directors of the Council of State Archivists on April 19, 2007.

Revised May 28, 2014

April 29, 2026