



Council of State Archivists  
Documenting government | Promoting history | Securing rights  
2024 Corporate Sponsorship Opportunities

Partnering with CoSA programs elevates your company's

- **Engagement with State Archives:** Interact with the leadership and staff of the government archives of the 50 states, 5 territories, and the District of Columbia. These key leaders have final decision authority on over half a billion dollars in spending annually.
- **Contribution to Strong Government Archives:** Impact how state and territorial archives document government, promote history, and secure individual rights by providing expertise and solutions for effective records management and preservation and broad access to diverse constituents.
- **Ability to Share Industry Insights:** Corporate sponsors are viewed as solution providers and subject matter experts in their respective areas. Share your services and products with archives decision-makers and receive feedback on retaining customers year over year.



## CoSA: Who We Are

### *Our Mission*

*The Council of State Archivists provides leadership to strengthen and support state and territorial archives leaders and staff in their work to preserve and provide access to government records.*

### *Core Values Statement*

- **RELEVANT:** CoSA anticipates and responds to developing trends, emerging research, and advocacy issues to meet the evolving needs of state and territorial archives leaders and staff.
- **INCLUSIVE:** CoSA represents all state and territorial archives leaders and staff, encourages all agencies to provide equitable access to state records, and advocates for equity and inclusion within the government records workforce.

- ***COLLABORATIVE:*** CoSA acknowledges, amplifies, and facilitates the creative strength and extensive knowledge of diverse members, partners, and stakeholders working together.

The Council of State Archivists (CoSA) is a nonprofit membership organization of the state and territorial government archives in the fifty states, five territories, and District of Columbia. Through collaborative research, education, and advocacy, CoSA provides leadership that strengthens and supports state and territorial archives in their work to preserve and provide access to government records. CoSA facilitates networking, information sharing, and project collaboration among its member organizations to help state and territorial government archives with their responsibilities for protecting the rights and historical documents of the American people.



## What We Do

### Advocacy for Archives

State and territorial government archives play the critical role in society of collecting and preserving records that protect the legal, financial, administrative, and historical aspects of our government and the public it serves.

These archives:

- Document government
- Secure our rights
- Enable government effectiveness and transparency
- Provide access to records
- Promote history and civics

CoSA partners with its members and with allied organizations to articulate how government archives help create a foundation of open and transparent government operations that meet constituents' needs.

### Research and Publication

CoSA regularly undertakes research on state archives in its biennial Archives and Records Management Survey and its resulting statistical report, *The State of State Archives*. Additionally, CoSA surveys its membership on a variety of special subjects, ranging from electronic records management and digital preservation needs to advocacy issues. The result of much of this work forms published reports available on the CoSA website. CoSA continues to expand its research and publication emphasis, and invites corporate sponsors to support report design and dissemination.

CoSA's monthly [News Brief](#) shares information about CoSA programs, member activities, issues facing government archives, and news from allied organizations with more than 1,500 subscribers. Corporate sponsors receive recognition in each *News Brief*.

### Education, Training and Professional Development

Every year, the [Member Webinar Series](#) presents a variety of topics in this popular monthly series. A wide range of presenters including federal and state representatives, thought leaders, and practitioners join state

archivists and staff to discuss training, funding, and related issues. The [SERI Webinar Series](#) is a monthly opportunity highlighting digital preservation and access projects, software, formats, and new technologies.

CoSA convenes its membership for an [annual gathering](#), often partnering with other mission-aligned organizations. The CoSA community uses this time to network, host working sessions centered on current topics for government archives and records centers, conduct a business meeting, and celebrate achievements through awards. CoSA offers a number of sponsorship opportunities directly related to annual meeting activities.

Each spring, CoSA convenes a virtual or in-person [program forum and partner briefing](#) to update association leaders and funders on its work. Most recently, the forums have focused on the SERI project.

### [State Electronic Records Initiative \(SERI\)](#)

CoSA began the **State Electronic Records Initiative (SERI)** in 2012 in response to the explosive growth of electronic records in state and territorial governments. SERI provides critical training and networking to the state archival community in electronic records management and digital preservation. CoSA administers the [online Resource Center](#) with open availability to information, resources, and training opportunities. CoSA is currently working with the National Association of State Chief Information Officers, the National Association of Secretaries of State, the National Governors Association, and other allied organizations to promote the importance of electronic records management and digital preservation with a series of guidance materials, conference and workshop presentations, and webinars. SERI's funding comes largely from federal funders, such as the Institute of Museum and Library Services (IMLS), however, corporate sponsorships support training and informational webinars, and research and publications.

### **Emergency Preparedness**

CoSA launched its [Emergency Preparedness Initiative \(EPI\)](#) in response to the widespread destruction of records during the 2005 hurricane season. The initiative recognizes that records are at risk from a variety of natural disasters — tornadoes, floods, earthquakes, and more — as well as from a wide range of other threats. In 2007, the Federal Emergency Management Agency awarded CoSA \$2.6 million to support its [Intergovernmental Preparedness for Essential Records \(IPER\)](#) project. IPER teams trained state and local government officials in every state and territory in emergency preparedness and ensuring the safety of essential records.

CoSA launched its [Disaster Recovery Fund](#) in 2017 to assist state and territorial archives recovering from natural disasters. In 2023, we created a corporate sponsorship opportunity of [Lifeline Emergency Preparedness Sponsors](#) to leverage the contributions of individual donors. These donations allow CoSA to arrange for thousands of dollars of supplies to be shipped to government archives, such as those in Puerto Rico, the U.S. Virgin Islands, and Kentucky.



## Why Support CoSA's Work?

- CoSA is recognized for its innovative leadership in developing and delivering high-interest/ high-quality programs and critical information services to state and local government record keepers.
- CoSA is a trusted resource for state and local officials who look for authoritative and reliable information on archival and records management practice at the state level. Its national reach connects your company with local, state, and federal archival, historical, and other allied organizations, such as the National Governors Association, the National Association of State Chief Information Officers, and the National Association of Secretaries of State.
- CoSA's members are leaders in their states and territories, who influence others in their governments.
- CoSA offers a variety of support and recognition opportunities, invitations to CoSA events, and access to key decision makers in archives and records management.
- CoSA is a 501(c)(3) charitable organization making your donations tax deductible.

## Sponsorship Investment Opportunities: 2024

There are a variety of ways your business can support CoSA's work and engage with the 56 U.S. state and territory archives.

### 1. Corporate Partnership Program

CoSA's corporate partners collaborate with us on a variety of mutually beneficial programmatic activities that advance critical aspects of our mission. Partners underwrite specific aspects of CoSA programming, such as SERI, research and publication, and advancing accessibility. CoSA pursues partnerships to better understand current trends, promote new research, and explore diverse perspectives in areas that impact the work of state and territorial archives.

Each partnership is designed to support CoSA education, research, or advocacy efforts and is tailored to the needs of the business and of CoSA.

Partnerships begin at the \$10,000/year level.

Examples of partnership opportunities:

- Collaborate on development of training and resource materials and research activities
- Advance inclusion, diversity, equity, and access activities across CoSA's educational platforms
- Support interns, subject matter experts, and program presenters
- Provide in-kind expertise in addition to financial support

Recognition of support will be tailored to the partner and the activity.

## 2. Corporate Sustainer Program

Businesses interested in broadly supporting CoSA's ongoing educational, research, and advocacy work may do so by making an annual financial commitment at one of the following levels:

### \$5,000 Level

- Company name/logo with link appears on the CoSA corporate member webpage and listing in CoSA's monthly *News Brief* (separately from advertising)
- Opportunity to support CoSA's Annual Meeting
- Opportunity to distribute a 1-5 page "Issue Paper" on industry trends/issues/research to attendees at CoSA's Annual Meeting; the paper will also be made available online
- 25% discount on advertising in CoSA's monthly newsletter, the *News Brief*, which reaches more than 1,500 subscribers
- Access to CoSA's reports and surveys
- Recognition in CoSA's annual report
- Receipt of CoSA communications

### \$3,000 Level

- Company name/logo with link appears on the CoSA corporate member webpage and listing in CoSA's monthly *News Brief* (separately from advertising)
- Opportunity to support CoSA's Annual Meeting
- 15% discount on advertising in CoSA's monthly newsletter, the *News Brief*, which reaches more than 1,500 subscribers
- Access to CoSA's reports and surveys
- Recognition in CoSA's annual report
- Receipt of CoSA communications

## 3. Lifeline Emergency Preparedness Sponsor

Each May, CoSA brings attention to the importance of emergency preparedness with a fundraising campaign that supports our Disaster Recovery Fund. The fund has been used to provide needed supplies to archives recovering from natural disasters, such as hurricanes, tornadoes, and flooding.

Join our efforts by becoming a ["Lifeline" sponsor](#) with a contribution of \$500, \$1,000 or \$1,500. Or consider sponsoring a challenge match for \$2,000 or more. No matter your level of support, your "Lifeline" sponsorship will help to boost contributions to our Disaster Recovery Fund.

## 4. News Brief Advertising

The monthly *E-News Brief* provides your company an opportunity to **showcase your products and services to more than 1500 subscribers, from state archivists to staff and representatives from allied national, state, and regional organizations.**

CoSA's members are leaders in their states and territories, who influence others in their governments. State archivists and staff are buyers of a wide range of archival and records management products and services, and products that assist in managing their programs and activities.

Banner Ads Now Available! \$300/issue; \$1500/6x; \$2,200 for 12 months

All include a link to your company's website or specific product or service