



Council of State Archivists

Documenting government | Promoting history | Securing rights

2020 Corporate Sponsorship Opportunities

The Power of Archives

- Shaping the shared sense of national, state, and individual identity that creates the framework for our democracy and accountability, gives people a frame of reference for their place in society, and helps them to understand how their location, community, and family have developed.
- Providing a stimulating environment for documenting government and promoting history that nourishes an interest in people, places, and our shared histories and experiences.
- Sourcing evidence that demonstrates the integrity and judgement of public decisions and actions, which lasts longer and is more reliable than individual memory. Archives thus support evidence-based and data-driven policy-making and accountability and have an impact on the lives of individuals by providing authentic and reliable evidence of past actions.



CoSA: Who We Are

Our Mission: Using collaborative research, education and advocacy, the Council of State Archivists provides leadership that strengthens and supports state and territorial archives in their work to preserve and provide access to government records.

Formed in 2002, the Council of State Archivists (CoSA) is a national nonprofit that facilitates networking, information sharing, and project collaboration among the state and territorial archives in the fifty states, five territories, and the District of Columbia. CoSA's fifty-six members are the heads of the state or territorial archival agencies and manage combined budgets of nearly \$150 million annually, authorize departmental purchases, and influence statewide spending and policy. Their agencies are responsible for protecting the rights and historical documents of the American people.



What We Do

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 **CoSA 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) and the National Historical Publications and Records Commission, 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. With the generosity of corporate and individual donations, CoSA arranged for thousands of dollars of supplies to be shipped to government archives in Puerto Rico and the U.S. Virgin Islands.

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 in a variety of special subject surveys, ranging from electronic records management and digital preservation needs to advocacy issues. The result of much of this work is 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 1,000 subscribers, including MLIS graduate programs. Corporate sponsors receive recognition in each *News Brief*.

Training and Development

Every year, the **Member Webinar Series** focuses on a theme of interest to the archives community (the 2019 webinar theme is about emergency preparedness and response for archives and records centers). 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 partners with the Society of American Archivists or the National Association of Government Archives and Records Administrators to host an **annual conference** featuring work sessions, networking opportunities, a business meeting, and an awards program. There are numerous opportunities for corporate sponsors to support activities where they can meet CoSA's membership.

Each spring, CoSA convenes a **program forum and partner briefing** in Washington, DC to update association leaders and funders on its work. Most recently, the forums have focused on the SERI project.



Why Support CoSA's Work?

- CoSA is a 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 valued 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 and the National Association of State Chief Information Officers.
- CoSA's members are leaders in their states and territories, who influence others in their governments.
- CoSA offers a variety of 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

PROGRAM SUPPORT

Education and advocacy are key elements of CoSA's national mission and strategic plan. CoSA's programming aims to stay ahead of workplace, policy, and funding trends, but to do so routinely, support for committee work, subject matter expertise, technology and materials must be sustainable.

State Electronic Records Initiative (SERI)

As CoSA's flagship education and training program, SERI fosters best practices for electronic records management and digital preservation among the 56 state and territorial archives. In less than a decade, state

government electronic records holdings have grown by 734%! With state archives and records programs at a pivotal time in saving digital records from the latter part of the 20th or first part of the 21st century, many institutions are working to ensure that these records are preserved and made accessible. CoSA and its collaborating organizations support state archives in increasing programmatic capabilities to meet the challenges of electronic records management and digital preservation, from the creation of the record forward. Effective management of electronic records requires involvement throughout the lifecycle of a record, to ensure proper creation, use, preservation, and access, marking a substantial difference from paper-based records.

SERI’s emphasis on education and training for state archives staff has resulted in significant gains in knowledge and skills. Going forward, CoSA will collaborate with a variety of allied stakeholders to develop and deliver quality training and information across a variety of platforms for a rapidly evolving digital environment.

Sponsorship Investment	Supports	Benefits
\$25,000/year for one year	<p>Holding a multi-day, in-person training institute focusing on critical electronic records management and digital preservation issues. Lead by SERI, academic, and industry leaders and featuring interactive content and project-based learning labs.</p> <p>Sponsorship will support consulting staff and committee work to design and deliver a training institute; instructors and materials; pre-and post-institute evaluations; travel; location expenses</p>	<ul style="list-style-type: none"> • Co-branding with CoSA/SERI on the institute name • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company recognized during business meeting • receipt of CoSA communications • <i>Shop Talk</i> webinar featuring your company’s innovative approaches
\$10,000	<p>Updating and reformatting existing SERI training materials for expanded audiences</p> <p>Sponsorship will support a consulting staff, a designer, and committee work to identify, update, reformat, design, and distribute materials via CoSA’s website.</p>	<ul style="list-style-type: none"> • Co-branding with CoSA/SERI on materials • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company recognized during business meeting • receipt of CoSA communications • <i>Shop Talk</i> webinar featuring your company’s innovative approaches
\$10,000	<p>SERI mentoring program for electronic records staff</p> <p>Sponsorship will support the design and implementation of a robust mentoring program to identify and match mentors with mentees, provide ongoing support, and evaluation program effectiveness.</p>	<ul style="list-style-type: none"> • Co-branding with CoSA/SERI on the mentoring program • company name/logo with link appears on CoSA corporate sponsor and program webpages

		<ul style="list-style-type: none"> • company publicly recognized at all monthly member webinars • company recognized during business meeting • receipt of CoSA communications • <i>Shop Talk</i> webinar featuring your company's innovative approaches
\$10,000	<p>Development and design of four best practice documents and case studies about electronic records management and digital preservation to members and allied organizations.</p> <p>In less than a decade, state archives' electronic records holdings have grown by 734% to include more than 635 terabytes of permanent records. In turn, state governments are under increasing pressure to improve their electronic records management capabilities to meet the demands of state Freedom of Information Acts (FOIA). States often lack resources to deploy sophisticated archiving and retrieval systems, thus increasing the need for CoSA to bring its expertise to collaborations and infrastructures to manage and preserve digital government records.</p>	<ul style="list-style-type: none"> • Company name/logo printed on each of four guidance-best practice documents • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company recognized during business meeting • receipt of CoSA communications • <i>Shop Talk</i> webinar featuring your company's innovative approaches
\$7,500	<p>CoSA Electronic Records Speakers Bureau for webinars and in-person training</p> <p>Sponsorship will support the design and implementation of a speakers' bureau and staff support to identify subject matter experts and coordinate their participation in webinars and in-person trainings.</p>	<ul style="list-style-type: none"> • Co-branding with CoSA/SERI on the Speakers Bureau • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company recognized during business meeting • receipt of CoSA communications
\$7,500	<p>Expansion of CoSA Resource Center tools and resources</p> <p>The CoSA Resource Center is an online array of electronic records-related tools and resources, and other materials. Annual sponsorship supports submission coordination and regular update of these materials.</p>	<ul style="list-style-type: none"> • Co-branding with CoSA/SERI on the CoSA Resource Center • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars

		<ul style="list-style-type: none"> • company recognized during business meeting • receipt of CoSA communications
\$7,500/project	<p>Advocacy and awareness tools, research, and training</p> <p>Sponsorship will support the design and development of a variety of advocacy and awareness materials that members and allied stakeholders can use to increase awareness of the vital importance of managing and preserving records among state and territorial government officials.</p>	<ul style="list-style-type: none"> • Co-branding with CoSA/SERI on the project • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company recognized during business meeting • receipt of CoSA communications
\$2,500/webinar or the annual webinar series for \$10,000	<p>SERI Webinar Series, a regular educational opportunity highlighting digital preservation and access projects, software, formats, and new technologies. Webinars are free of charge.</p> <p>To view the January - June 2019 line-up: https://www.statearchivists.org/programs/state-electronic-records-initiative/seri-webinars/</p> <p>The SERI Webinar Series attracts 50-100 participants per webinar.</p>	<ul style="list-style-type: none"> • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all sponsored member webinars • company recognized during business meeting • receipt of CoSA communications • <i>Shop Talk</i> webinar featuring your company's innovative approaches (if 5 webinars are sponsored)
\$1500/12-month listing	<p>Company name and linked logo in the sponsor section and electronic records sections of the CoSA website</p>	

Member Webinars

CoSA develops national training programs for state archives, which are delivered online and in-person. An ongoing program staple is the monthly member webinar, which combines topical content with organizational updates. The theme for this year's series is emergency preparedness and response. Annual attendance is in excess of 500 people.

Sponsorship Investment	Supports	Benefits
\$2,500/webinar or the entire series of 8 webinars for \$10,000	<p>Monthly web conferences provide CoSA members with timely presentations on a variety of topics free of charge. Five webinars are part of the leadership and management series for 2019.</p> <p>To view the entire 2019 line-up: https://www.statearchivists.org/programs/cosa-webinar-series/</p> <p>CoSA's member webinar series attract 300-400 participants each year.</p>	<ul style="list-style-type: none"> • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all sponsored member webinars • company recognized during business meeting • receipt of CoSA communications • <i>Shop Talk</i> webinar featuring your company's innovative approaches (if 5 webinars are sponsored)
\$1500/12-month listing	Company name and linked logo in the sponsor section of the CoSA website and in each member webinar.	

RESEARCH SUPPORT

CoSA regularly engages its membership in information gathering that informs strategic planning, educational programming, and advocacy. Chief among these activities is the biennial Archives and Records Management Survey, which is a comprehensive examination published as *The State of State Archives*. CoSA's strategic plan, [Sustaining the Future, 2018-2022](#), places an additional emphasis on broadening CoSA's research program.

Sponsorship Investment	Supports	Benefits
\$10,000	<p>Supports major research activity, including investigation, assessment, analysis, and eventual publication of specific research topics or questions. CoSA and sponsor collaborate on research and analysis, and co-present information at conferences or webinars, write joint outreach materials, and share research results with others.</p>	<ul style="list-style-type: none"> • Company name/logo and product description on published survey and related materials • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company representatives invited to Annual Meeting; recognized during business meeting • receipt of CoSA communications • <i>Shop Talk</i> webinar featuring your company's innovative approaches

\$7,500	Supports deployment, tabulation, and analysis of CoSA's biennial Archives and Records Management Survey, <i>The State of State Archives</i> , the only survey of its type for state archives and records management programs, examining human resources, nature, status, accessibility of holdings, sources of funding, and relationships to external stakeholders.	<ul style="list-style-type: none"> • Company name/logo and product description on published survey and related materials • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company representatives invited to Annual Meeting; recognized during business meeting • receipt of CoSA communications
\$7,500	Supports research and development of white papers, guides, and resource materials about a range of issues facing state archives. CoSA and the corporate sponsor will collaboratively decide on topics and methods	<ul style="list-style-type: none"> • Company name/logo and product description on published survey and related materials • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars and monthly newsletter • company representatives invited to Annual Meeting; recognized during business meeting • receipt of CoSA communications

ANNUAL MEETING SUPPORT

For CoSA, strengthening and supporting the work of state and territorial archives involves bringing members together to learn, share information and ideas, and network. Each year, CoSA's Annual Meeting provides that important opportunity, usually in partnership with colleagues from the Society of American Archivists (SAA) and the National Association of Government Archives and Records Administrators (NAGARA). CoSA will be meeting in Austin, Texas in 2019, and in Chicago in 2020, and offers the following opportunities for Sponsorship.

Sponsorship Investment	Supports	Benefits
\$10,000	Sponsor food and beverages for a variety of events, ranging from breakfast or lunch to special CoSA member events.	<ul style="list-style-type: none"> • opportunity to welcome members to Annual Meeting • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all sponsored member webinars • company recognized during business meeting • receipt of CoSA communications • <i>Shop Talk</i> webinar featuring your company's innovative approaches

<p>\$5,000</p>	<p>Graphic design and production of two banners and signage for CoSA's registration area and meeting locations.</p> <p>The CoSA registration area at the 2019 meeting will be the focal point where members are welcomed and directed to meeting rooms. Banners and signage let members know about our meeting schedule and sponsors.</p>	<ul style="list-style-type: none"> • company name/logo on banners and signage • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company recognized during business meeting • receipt of CoSA communications
<p>\$1500 - \$5,000</p>	<p>Opportunities include underwriting conference swag, light refreshments, and listing in signage and conference materials</p>	<ul style="list-style-type: none"> • company name/logo on conference swag and signage • company name/logo with link appears on CoSA corporate sponsor and program webpages • company publicly recognized at all monthly member webinars • company recognized during business meeting • receipt of CoSA communications

NEWSLETTER ADVERTISING

CoSA's monthly News Brief containing program updates, member, and professional news is emailed to more than 1,000 subscribers.

<p>Interior Banner: \$200/issue; \$1000/6x; \$1800/year</p> <p>Newsletter or Website \$250/month for linked logo listing</p>
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