



**OPERATION  
LIFESAVER**



**OPERATION LIFESAVER**

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## **Corporate Partnership Consultant**

October 1, 2019 – March 31, 2020

[Operation Lifesaver Canada \(OL\)](#) is seeking an Ottawa-based consultant to secure corporate partnerships to support the organization's rail-safety incident-prevention initiatives, including a national suicide-prevention campaign which OL will be launching in 2020.

OL is a not-for-profit sponsored by Transport Canada and the Railway Association of Canada, including its members CN, CP, VIA Rail, exo, West Coast Express, Metrolinx and Genesee & Wyoming, among others. Through partnerships with safety councils, police, the trucking industry and community groups, OL works to save lives by educating Canadians about the hazards of rail crossings and trespassing on railway property.

Over the 6-month period of this contract, the consultant will be responsible for securing national corporate and media partners to provide resources (financial and/or in-kind) to amplify OL's campaign messages. The consultant's responsibilities will include:

- Reviewing OL's campaign materials and developing a list of prospective corporate partners to potentially support its campaigns;
- Liaising with OL's railway partners to identify corporate partnership opportunities;
- Communicating with prospective partners to secure meetings;
- Developing customized proposals, messaging or other materials necessary for partnership meetings;
- Collaborating with OL's National Director to make "pitch" presentations to potential partners;
- Drafting and negotiating partnership agreements;
- Providing verbal updates on corporate partnerships to OL's Board of Directors;
- Developing Operation Lifesaver's Corporate & Media Partnership Plan, including a strategy for sustaining OL's incident-prevention campaigns post-launch.



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Interested parties are asked to submit a proposal for this contract by **Friday, September 6, 2019** to the attention of:

Sarah Mayes  
National Director  
Operation Lifesaver Canada  
[smayes@railcan.ca](mailto:smayes@railcan.ca)