

Society of the Preservation of Pop Culture, Inc.
317 George Street Suite 320
New Brunswick, NJ 08901

Maid Café at DerpyCon Request for Proposal (RFP)

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Maid Café at DerpyCon

Issued by: Society of the Preservation of Pop Culture, Inc.

Event Date: November 1, 2025 – November 2, 2025

Proposal Due Date: July 11, 2025

Contact Email: rfpinquiries@derpycon.com

1. Introduction

- DerpyCon is a celebration of the anime, sci-fi, gaming and comic community that brings in over 2,500 members each year.
- Society of the Preservation of Pop Culture, Inc. is a 501(c)3 educational non-profit organization to educate and celebrate the intersection of anime, sci-fi, gaming, and comics through an event that promotes inclusivity and understanding of these popular culture forms, fostering a community of passionate and informed enthusiasts.
- Objective of the RFP: to select a qualified group or vendor to operate a themed **Maid Café** during DerpyCon.

2. Project Overview

- A maid cafe is a themed event where waitresses dressed in maid costumes serve food and drinks while engaging with guests through performances and

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games, creating an immersive experience inspired by Japanese maid cafes. These cafes often provide a fun and entertaining atmosphere, allowing attendees to enjoy snacks and socialize in a unique setting.

- Outline the intended experience: cosplay-themed service, performance elements, themed menus, etc.
- Desired goals: interactive fan experience, quality service, integration into DerpyCon programming.

3. Scope of Services

- Full operation and management of the Maid Café space during the convention.
- Staff recruitment and training (maids, butlers, kitchen/cleanup crew).
- Scheduled performances (e.g., dances, mini-games, contests). Schedule must be provided by 60 days prior to event.
- Café décor and ambiance.
- Compliance with venue and health/safety regulations.
- Clean-up and breakdown at event conclusion.

4. Venue and Equipment

- Details on the space provided at DerpyCon can be found in Attachment 1, four round tables with 8 chairs at each table and riser.
- Riser in front of room, Any A/V needs such as projector and speakers must be specified in proposal.

5. Proposal Requirements

Respondents must include:

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- Overview of organization/group submitting the proposal.
- Experience operating Maid Cafés or similar themed events.
- Staffing plan and costuming standards.
- Sample schedule or programming ideas
- Health and safety protocols. (Maid Café is not allowed to serve food, must be served by the attendee)
- Marketing/promotion strategy in collaboration with DerpyCon.
- Budget and revenue sharing expectations (if applicable).
- References from previous events (if available).
- Number of Maid Café staff and hotel rooms needed up to four people per room and up to four hotel rooms for two nights

6. Evaluation Criteria

- Experience and qualifications.
- Quality and creativity of proposed experience.
- Feasibility of operations within the convention space.
- Budget realism and potential for revenue generation.
- Ability to align with DerpyCon's culture and values.

7. Timeline

Milestone	Date
RFP Issued	June 16, 2025
Proposals Due	July 11, 2025
Selection Notification	July 18, 2025
Planning Meetings Begin	September 2, 2025
Event Date (DerpyCon)	November 1 – November 2, 2025

8. Submission Details

- Submit proposals by completing the form and uploading proposal in PDF format to derpycon.com/about-us/doingbusiness/maidcaferfp.

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- Questions may be submitted via Form at the above URL by June 30, 2025. Asking for questions outside of the URL links, such as creating a helpdesk ticket or reaching out to a staff member directly, are not acceptable and will not be answered. Questions will be answered and will be posted on the URL above by July 3, 2025.

9. Terms and Conditions

- The organization reserves the right to reject any and all proposals.
- Participation in this RFP does not guarantee selection.
- All submissions become property of Society of the Preservation of Pop Culture, Inc. for evaluation purposes.
- DerpyCon is responsible for setting entry fee and payment from attendees attending the maid café event.
- Maid Café is responsible for transportation to and from event.
- Maid Café to provide staff list 30 days prior to event.
- Event will be responsible hotel rooms for up to two nights for Friday and Saturday night. Event will provide an hotel room for each four staff registered.
 - For example, if there are only 12 staff members, only three hotel rooms are to be provided.

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Attachment 1: Room Layout

Hyatt Regency - New Brunswick, NJ

Saloon A/B

