

MILWAUKEE NIGHT MARKET

Milwaukee Night Market, presented by Clover®, returns on June 11 for 2025 season

Vendor applications are now open for 2025 season

MILWAUKEE – The Milwaukee Night Market, presented by Clover®, returns to the heart of downtown Milwaukee for four nights this summer on June 11, July 16, August 13 and September 10 from 5 to 10 p.m. on West Wisconsin Avenue between 2nd Street and Vel R. Phillips Avenue. The Milwaukee Night Market is a free event that features over 100 local vendors and a variety of entertainment each night, creating an exciting fusion of all the city has to offer.

“The Night Market creates a unique environment for the community to come together and celebrate Milwaukee’s talented, local entrepreneurs and performers,” said Stacie Callies, Executive Director of Westtown Association. “Four times a year, visitors and locals alike get to experience the transformation of West Wisconsin Avenue as it goes from central business district during the day to an open-air market and dance floor at night. We can’t wait to see our thousands of loyal attendees when the season kicks off on June 11.”

Milwaukee’s hometown payments company, Fiserv, returns as the presenting sponsor of the event for the third year, showcasing Clover®, the world’s smartest point-of-sale system. In 2024, Fiserv moved their new global headquarters located on the west end of the Night Market, in the Westtown neighborhood at the corner of N. Vel R. Phillips Ave. and Michigan St.

“At Fiserv, we firmly believe that when small businesses are empowered with the right tools, the right opportunities, and the right support, they have the power to move our communities forward,” said Bob Hau, Chief Financial Officer, Fiserv. “We are proud to play a leading role at this year’s Milwaukee Night Market, and to provide our support to the entrepreneurs that are core to the fabric of our community and contribute so much to our local economy.”

In 2024, the Night Market featured 245 small businesses throughout the season, including over 100 first time participants. The vendor base focuses on small businesses located in the greater Milwaukee area which provide handcrafted, handmade and artisan goods. The vendor application for the 2025 season is now open and can be found at [mkenightmarket.com/applications](https://www.mkenightmarket.com/applications). The deadline to apply as a vendor is Friday, March 14 at midnight; selected vendors will be notified in early April.

Other Milwaukee-based businesses including [GRAEF](#), [Gruber Law Offices](#) and [Miller Lite](#) are also sponsors of the 2025 Milwaukee Night Market. Additional signature sponsors and new partnerships will be announced at a later date. To inquire about 2025 Night Market sponsorship opportunities, contact Stacie Callies at stacie@westtown.org. Westtown Association is a 501(c)(3) non-profit organization and donations are tax-deductible.

The Milwaukee Night Market provides a unique opportunity to gather on West Wisconsin Avenue, creating an environment for individuals of all ages and backgrounds to experience Milwaukee. You can view highlights from the 2024 Night Market at [mkenightmarket.com/media](https://www.mkenightmarket.com/media).

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Westtown Association is a non-profit business association focused on championing the economic and social development of Milwaukee’s central business district west of the Milwaukee River. This is accomplished through special event marketing, business advocacy, growth initiatives and public/private partnerships that improve the quality of life and vitality of the district. For more information, please visit [westtown.org](https://www.westtown.org).

Westtown Association acquired the Night Market brand from NEWaukee, a local engagement agency, who had produced the event since 2014. After the Market's cancellation in 2020 due to the COVID-19 pandemic, Westtown Association assumed production of the event in 2021.

About Fiserv

Fiserv, Inc. (NYSE: FI), a Fortune 500™ company, aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover® cloud-based point-of-sale and business management platform. Fiserv is a member of the S&P 500® Index and one of *Fortune*® World's Most Admired Companies™. Visit [fiserv.com](https://www.fiserv.com) and follow on social media for more information and the latest company news.