

Festival Foods will serve as a lead sponsor when the UW-L hosts the NCAA Division III Wrestling Championships in 2011 and 2012. The 2011 championships, to be held at the La Crosse Center March 11th-12th, is expected to bring more than 60 collegiate wrestling teams, 180 wrestlers, and thousands of visitors to the La Crosse area.

As part of Festival Foods' support, the competition venue at the La Crosse Center will be renamed Festival Foods Arena. Also, Festival Foods will be featured prominently in the marketing campaign produced by UW-L to promote the championships.

The UW-La Crosse wrestling team, with the only roster in the country featuring three former NCAA champions, is currently ranked second in the nation in Division III.